

1968

Greaton Family Scrapbook

Everett F. Greaton

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Mr. Everett F Greaton

Mrs. Rachel E (Whittemore) Greaton

Greaton Family Scrapbook

SOCIAL NEWS.

Sept 5-1916
Groaton-Whittemore.

At the home of Mrs. May Whittemore in Fayette, Tuesday evening, her second daughter, Rachel Evelyn, was united in marriage to Everett Fred Groaton of Starks, in the presence of the immediate relatives and friends. At eight o'clock the bridal party entered the living room, taking their places under an arch of evergreens, the bride representing the third generation of Whittemores to be married in the same spot. The bride was charmingly dressed in white messaline with overdress of shadow lace, and bridal veil and wreath and carried a shower bouquet of pink and white sweet peas. Miss Margaret Whittemore, sister of the bride, was maid of honor, wearing pink messaline with pink flowers. Mr. Wm. Groaton, brother of the bridegroom was best man. The ceremony was performed by Rev. W. E. Overlock of Washington, a life-long friend of the bride. The parlor, living-room and dining-room were prettily decorated with cut flowers and ferns. The color scheme in the dining-room was pink and white, where a dainty lunch was served.

Much merriment and some envy among the younger ladies was caused when the wedding cake was served and it was found that the piece containing the ring was given to the bride's grandmother, Mrs. H. E. Sturtevant.

Mrs. Groaton is one of Fayette's most popular young ladies. Mr. Groaton is a graduate of Kent's Hill Seminary in the class of 1916. After a short wedding trip, they will be at home at Applewood Farm, South Fayette.

Mr. and Mrs. Everett Groaton Honored on 40th Anniversary

Mr. and Mrs. David G. Austin of Sterling Road, Auburn, entertained Monday evening at their home in honor of Mrs. Austin's parents, Mr. and Mrs. Everett F. Groaton of 40 Orchard St., Auburn, whose 40th wedding anniversary will be observed on Sept. 5.

Assisting with arrangements and serving were the Groaton's son and his wife, Mr. and Mrs. Winston S. Groaton of Portland.

During the evening a buffet lunch was served and an appropriately decorated cake made an attractive centerpiece for the table. The cake was cut and served by Mrs. Groaton.

Also attending the party were Mrs. Albert Clapp, Mrs. Alberta Ryder and son, Christopher of Danvers, Mass.; Paul Whittemore of Phillips; Mrs. E. C. Whittemore, Auburn; and Mr. and Mrs. Winston S. Groaton and son, Everett Fred, Portland.



Photo by Hanscom.

THE EVERETT GREATONS of Auburn were honored at Greene Baptist Church.

Greene Church Honors Mr., Mrs. Groaton, Auburn

Mr. and Mrs. Everett Groaton were honored at the Baptist Church of Greene on Sunday by a buffet luncheon given in celebration of their 50th wedding anniversary.

The affair took place in the

church following the morning worship service. The luncheon was arranged by the hospitality committee of the church and an anniversary cake was made by Kenneth Smith. The program, presided over by Pastor Robert Gustavson, included greetings from the trustees by Robert Hanscom, from the deacons by Gilbert Wood, from a former pastor the Rev. John Godfrey and from the church by Mr. Gustavson. Miss Ruth Wood sang a solo and Mrs. Robert Philbrook gave a poem reading. The couple was presented with a gift of money.

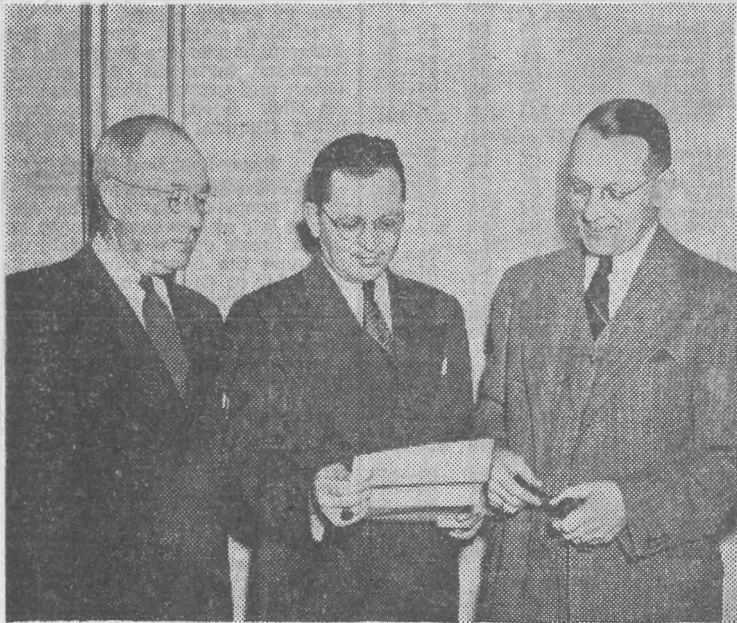
Besides local church members attending there were also a number from the Groaton and Whittemore families. Among these were: Mr. and Mrs. Winston Groaton and children Everett, Jimmy and Robert of North Reading, Mass.; Mr. and Mrs. David G. Austin of Auburn; Mr. and Mrs. Myron Fields of Chesterville; Mrs. Urban West of Wilton; Mr. and Mrs. Paul Whittemore of Phillips and daughter Katherine; and Mr. and Mrs. Paul Boulet of Auburn.

Mr. and Mrs. Groaton Are Honor Guests at Anniversary Dinner

Mr. and Mrs. Everett F. Groaton of 40 Orchard St., Auburn, observed their 45th wedding anniversary this week at a family dinner party at the Smith Farm, Gray.

In the group were their daughter and her husband, Mr. and Mrs. David Austin of Auburn, and their son and his family, Mr. and Mrs. Winston S. Groaton and son, Everett F. Groaton 2d, of Portland.

The Groatons were married at Fayette, Sept. 5, 1916, and have made their home in Auburn for more than 40 years. Mr. Groaton was executive director of the Maine Development Commission for many years and is now consultant to the Recreation Division of the Maine Department of Development. Long active in state and community activities, he is a past president of the National Association of Travel Officials.



LONGER SUMMER BUSINESS PERIOD—Rep. Louis Jalbert, center, Lewiston Democrat, who is proposing that Labor Day be set ahead in order to extend the Summer business period, found support for his plan from Everett F. Greaton, left, executive director of the Maine Development Commission, and Harold F. Schnurle, chairman of the Commission. Above, the three men discuss the important bill. (MDC Photo).

Y Amid Popping Salutes



Golden Arrows Leave For N

July 14-1939



Lower left in front are Major Cleophas Morin and Mrs. Morin, and in the center are the teams' officers, Capt. Linette Leclair in the center, Dolores Gill at the left, Yolande Juneau at the right.

The picture at the lower right are Mayor L. Kenneth Green, Mrs. Green, and Rev. Paul S. Buhrer, pastor of St. Louis church.

As New Auburn's Golden Arrows drill team left for the World's Fair Friday.

At the top left is the team, complete with captain and lieutenants—standing in the order in which they are listed in a story accompanying these illustrations. Top right is a photo of five persons accompanying the team to New York, from the left: Everett Groaton of the Maine Development Commission, Executive Councilor L. E. Flanders and Mrs. Flanders, Mrs. Frederick F. Leclair, City Councilman Leclair.

Proud New Auburn did New York a favor today.

The lively Ward 5 section of Auburn dispatched 31 of its most famous citizens—the girls of the Golden Arrows drill team—to the World's Fair, thereby honoring that exposition with a display of Maine charm, beauty, and proficiency that should make a tremendous hit in New York.

Cheers came forth from the enthusiastic crowd, and fire crackers boomed in salute as the girls left by bus for Portland, Friday afternoon. At 3:3, they will sail from Portland for New York City, and tomorrow, they will play a major

role in the exercises marking Maine Day at the exposition.

The Golden Arrows' trip perhaps is the climax of a boom in civic pride which has gripped New

See GOLDEN ARROWS Pg. 2 C. 4

SPEAKERS AT THE RECEPTION



Thomas E. Delahanty at the microphone. In back of him are Rev. Maxime Pomerleau, master of ceremonies, Mayor L. Kenneth Green of Auburn and Everett F. Greaton.

DAY MORNING, DECEMBER 16, 1942

Says Russians Have More Liberty Than We



Henry Burroughs is shown above addressing the High St. Men's Club Tuesday night. Others in the picture are left: Everett F. Greaton, club secretary; and Ralph C. Chapman, club president.

June 12, 1968



IRIS COMES INTO OWN — Everett F. Greaton, Auburn, is among Maine iris fans planning to organize a state iris society.

Maine's First Iris Show Set In Auburn Saturday

AUBURN—The rainbow will come to rest over Auburn Saturday.

Maine's first iris show will be held from 1 to 5 p.m. in the cafeteria of Fairview School, Minot Ave. The public is invited. Admission will be free.

Along with it, a group of green thumbs from more than a dozen Maine communities—Kennebunk to Waterville—may organize a Maine iris society, or at least get the groundwork under way.

"You'd be surprised at the number of people growing this gorgeous and colorful flower," says Everett F. Greaton, a consultant with the Dept. of Economic Development.

Greaton, who hybridizes irises as a hobby, is on a committee of Lewiston-Auburn iris fans planning the show. Included are Bernard L. Briggs, Prof. Brooks Quimby, Edward Kirshner and Mrs. Donald H. Hatch.

The initial show won't be competitive. It's to be just an exhibition to illustrate the wide array, colors and uses of this

perennial. Anyone with irises is welcome to bring them along.

There'll be four classes: named varieties, unnamed kinds, seedlings and arrangements.

Greaton says there are ample parking facilities at Fairview School on Route 11 on the way to Minot.

Maine Lobster Dinner A High Spot In New



By Priscilla M. Pennell

Special Despatch To The Sunday Telegram

New York, Feb. 8.—The third annual State of Maine Lobster Dinner, arranged by Mrs. Joseph E. Goodbar, was held this past week in the parish hall of Christ Church here. Loyal Maineiacs and worthies from other states who joined in paying gustatory tribute to Maine's renowned delicacy, pronounced the affair the best yet.

The pungent aroma of pine pervaded the air of the large hall which was filled to capacity. Lighted candles and sprigs of green decorated the tables and at each place were souvenirs of Maine, a booklet "The Maine Coast," a sample of fir balsam incense, and a big red apple with a cut out map of Maine affixed to the stem.

Following the invocation by Dr. Ralph W. Sockman, pastor of Christ Church, the guests commenced to do full justice to the dinner which was supervised by R. H. Hawkes and Clifford Leary and his assistants, chefs of the Lodge, who came to New York especially for the occasion.

The "Maine U" included Maine apple juice, Maine lobster stew with crackers, Maine pickles, Maine boiled lobster with drawn butter, potato chips, rolls, Maine corn relish, Maine fruit pudding, Maine pop corn, McIntosh apples and coffee.

After the debris of battle was cleared away, John Kirkland Clark, vice president of the United Chautauque of Phi Beta Kappa, acted

of new natural color movies of Maine accompanied by his travel talk.

Reservations for the dinner were taken well in advance and were led by 57 reservations by the Women's Press Club of New York, and 20 reservations by the Maine Women's Club.

At the upper left is shown one end of the table reserved by the Maine Women's Club at the Maine lobster dinner. Seated in the foreground, left to right, are Ralph G. Stone, Mr. and Mrs. C. C. Wakefield, Miss D. B. Johnson, Mrs. Ralph Stone and Mrs. James Goodwin.

The upper center picture shows a general view of one end of the hall at the Maine lobster dinner.

At the upper right is a group of guests at the dinner, left to right, Mrs. Joseph E. Goodbar, Lady Beale,

Everett Nichols

The

Maine I

Left to

Beale,

Stockm

Kirklan

Wixson



SELECTED PRESIDENT —Everett H. Greston, of Auburn, executive secretary of the Maine Development Commission, today was elected president of the National Association of Travel Officials at the annual meeting in Chicago. He became the third president of the organization which was formed during the war and include travel officials in all States that promote recreational travel.

1947

W. H. Sawyer Director of Maine Appalachian Club



Left to right: Dr. Lawrence F. Schemeckebier of the Potomac Appalachian club, who conducted the open forum; Myron H. Avery of Lubec and Washington, D. C., chairman of the Appalachian Trail Conference, who presided at all Conference meetings; Dr. Robert W. Fechner, Washington, D. C., director of CCC, guest speaker; Everett F. Greaton of Auburn, executive secretary of the Maine Development Commission, cooperating with Conference in Maine trail lean-tos and signs.

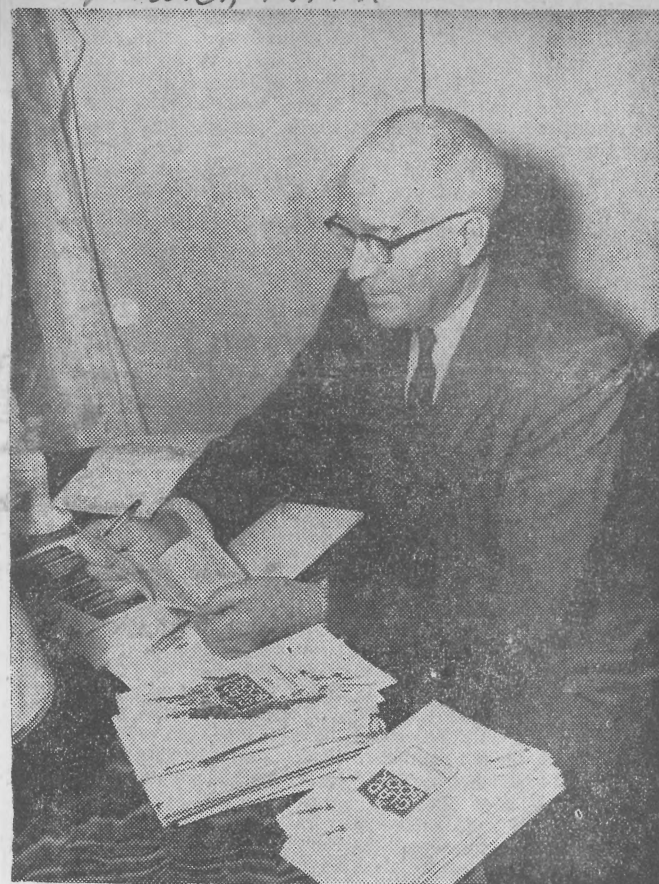


WASHINGTON SPEAKER—Everett F. Greaton of Auburn, Executive Secretary of the Maine Development Commission, will address the Maine State Society in Washington, Monday, Jan. 8 at an evening meeting in the Senate caucus room. The meeting is sponsored by the Maine delegation in Congress and an attendance of at least 500 is anticipated.

Members of Congress, both Senate and House, and their families are invited. Greetings to visiting members of Congress and friends will be extended by Senator White.

Mr. Greaton's introduction will be made by Sen. Brewster. The meeting is expected to be the biggest of the year and is regarded as an excellent opportunity to present Maine's publicity program and post war plans.

March 18, 1962



Keeping In Touch

Editing "The Glad Book" is a labor of love for Everett F. Greaton of Auburn. Semi-retired, he hybridizes glads for a hobby besides serving as recreation consultant to the Maine Department of Economic Development.

Maine Development Commission in Session



Here you see the Maine Development Commission, the group of men in charge of advertising this state's advantages in recreational, industrial, and agricultural activities, to the rest of the world, in session. In the front row, left to right are Everett Greaton of Auburn, executive secretary; Harold F. Schnurle, chairman; Harold N. Harnold, Standish; and Luis Weil, representatives of the N. W. Ayer, advertising agency, which handles the state's advertising.

Back row, left to right, is Herbert L. Swett of Lakewood, George J. Wentworth of Kennebunkport, Commissioner of Sea and Shore Fisheries Arthur R. Greenleaf, Bernard Estes, editor, of Houlton, and Commissioner of Inland Fisheries and Game, George J. Stobie.



Flowers are presented to Mrs. William Farwell by Mr. Greaton following dedication ceremony when the field house was named in honor of her husband, William Farwell, '98.

New Constitution Broadens Travel Groups' Membership

CHICAGO, Ill.—The National Association of Travel Officials, in their seventh annual meeting at the Drake hotel last week, elected Everett Greaton, executive secretary, Maine development commission, Augusta, Me., as president.

They also, for the first time in the history of their organization, created the opportunity for the entire travel industry to become affiliated with their group. This was accomplished by drawing up a new constitution which opens up membership to representatives of air travel, automobile, the bus industry, hotels, the petroleum industry, the railroads, travel agents and general publishing industries.

Up to the present time, N.A.T.O. has had a membership comprised principally of only State and regional resort representatives. The greatly ex-



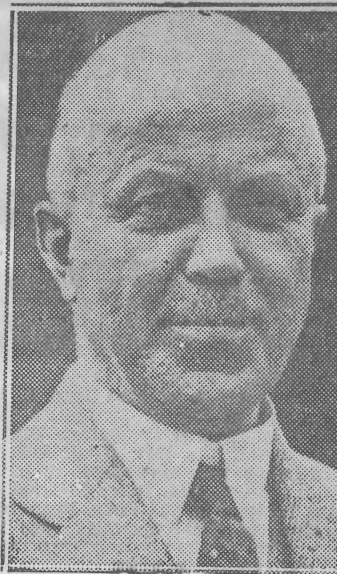
Everett Greaton

panded program, under Mr. Greaton's leadership, envisions many new plans and programs for the travel industry. Newly elected officers for 1947 and 1948 include: President, Everett Greaton, Augusta, Me.; treasurer, George Bishop, Marquette, Mich.; secretary, S. Valentine Saxby, Duluth, Minn.; first vice president, I. N. Parrish, Miami Beach, Fla.; vice presidents, Joseph A. Bursey, Santa Fe, N. M.; Mall W. Dodson, Atlantic City, N. J., and Manley Robinson, Salem, Ore.

Members executive committee are Wallace Dickson, Massachusetts; Bart Leiper, Tennessee, and K. F. Olson, South Dakota.

Also included on the executive committee are the past presidents of N.A.T.O.: J. Herbert Walker, director of the vacation and recreation bureau of the Pennsylvania State de-

Speaking At Augusta Tuesday



Dr. Clifton D. Gray



Everett F. Greaton

Augusta Church Will Serve 'Maine-U' To Notable Guests

Special Despatch to Sunday Telegram

Augusta, Feb. 10—Three hundred and twenty five socially prominent New Yorkers will pronounce "menu" with a down-east twang, Tuesday night, when they will be served a "Maine-U" featuring lobster and other Maine foods at the Park Avenue Christ Church. The occasion will be the second annual State of Maine dinner for the church.

Dr. Clifton D. Gray, president of Bates College and Executive Secretary Everett F. Greaton of the Maine Development Commission will share the speakers' table with Rachel K. McDowell, religious editor of the New York Times, and Dr. W. A. Nichols, religious editor of the World-Telegram.

Guests of honor will include former Governor Carl E. Milliken and Miss Gertrude B. Lane, editor of the Woman's Home Companion, who is a native of Maine. The Maine Women's Club of New York, the Woman's Press Club of New York City and the Writer's Club of Brooklyn are sending large delegations to the dinner.

A feature will be a lobster ques-

tionnaire when the Park Avenue folks will learn about the private life of the Maine crustacean by the quiz method.

Starting with old-fashioned lobster stew, the dinner progresses to boiled lobster with drawn butter accompanied by Julienne potatoes (not from Idaho); Burnham and Morrill Down East corn relish and climaxed by Maine Indian pudding and coffee. The serving of the meal to the 350 persons will be supervised by B. H. Hawkes, proprietor of Cascade Lodge at Saco and prepared by his chef.

Arrangements for the dinner are being made by the Maine Development Commission, in cooperation with Mrs. Joseph E. Goodbar of New York City, president of the National Federation of Press Women, Inc. The event was held for the first time last year when Executive Secretary Greaton of the Commission went to New York to speak before the group. At that time about 200 attended the dinner which was so successful that the church group asked to have it repeated this year and have sold over 300 tickets to metropolitan society church-goers.

Fisherman Defends N. H. Claim To Luring Trout Stream Scene

A "trout fisherman of sorts" has risen to the bait in the latest Maine vs New Hampshire fish story.

Ownership of a tempting stream pictured in the Press Herald last week is apparently still in dispute.

Selectman Joseph S. Wilson of Albany, N. H., now writes that the stream is "about a ten-minute ride from my front door"—and definitely in New Hampshire.

Tub-thumpers for the Granite State have charged the Maine Development Commission with pilfering the piscatorial paradise in a photo advertising the glories of fishing in Maine.

Actually, said the Granite lads, the stream is in New Hampshire.

"They haven't got a trout stream in New Hampshire," commented Director Everett F. Greaton of the Maine commission.

Tongue-in-cheek the doughty New Hampshire selectman has obligingly taken the hook in turn. And the reel is singing.

Wilson notes that Maine claims films containing "hundreds of very fine fishing pictures—all taken in Maine."

"As a former resident of Maine, and as a trout fisherman

of sorts," writes Wilson, "I can well believe this. I can even believe the scene you carried on Page Two is among them. But it was not taken in Maine."

He identifies the scene as a pool on the Swift River at the Lower Falls picnic area, White Mountain National Forest, in the township of Albany, N. H.

"If Mr. Greaton is ever in this vicinity with a few minutes to

spare," he continues, "I would be very happy to personally conduct him to the very spot from which the picture was taken. Perhaps he would like to stop at the Tackle Box, in Conway, for a New Hampshire license."

And Wilson concludes with the tantalizing lure "There are one or two trout still left in the river although, of course, not everyone can catch them."

Greaton's Day Just One Problem After Another

BY SAM E. CONNER

If friends of Everett Greaton, who lives on Granite Street in Auburn and is executive secretary of the Maine Development Commission, who are disturbed because there are streaks of gray appearing in his hair could sit in with him for a few days at the State House office in Augusta where his official desk is located they might begin to understand.

They wouldn't be disturbed. They'd wonder why there aren't more such streaks.

His day-is just one problem after another.

Those who would come to Maine for the Summer vacation, whether it be for a couple of weeks or the entire season, have definite ideas as to what they want in the way of attractions. One who has never had an opportunity of looking at the mail which comes to the commission would never guess the wide range of requests which just one family can present.

Reading the following letter which came in recently telling the sort of a place desired for this year's outing may give an idea:

A Lot in a Little

I am seeking information about the various islands off the Maine coast, maybe off Penobscot Bay.

I want a place where I can rent a little house holding five or six people, but I want it only for a couple of weeks in August. There must be a sandy beach where the children can go swimming, and I would like other parts of the island surrounded by rocks and booming surf.

Overhead of course the towering pines meet so that you can hardly see the azure sky!

The water should be warm, but I know it will be very cold, and although this haven is an island, it can be reached without waiting for a boat! Very few people have as yet discovered it, so it is wild and unspoiled, yet there are certain shopping conveniences on the island and the house is not too dilapidated. Can you beat that?

Got To Scratch

It started Greaton scratching his head. If he isn't tearing his hair by this time it's a wonder.

Even Earl Doucette and Wayne Buxton, publicity writers of the commissioner, admitted they were stumped.

Earl reached for a cigaret. So did Wayne. Greaton said he was tempted to take up smoking for the time being and see if under the mellowing influences of tobacco insense he could figure out just such a spot.

A small island, with sandy beach all surrounded by great rocks and booming surf. A small house, ample for six. A secluded place with ample shopping facilities. Towering pines, interlacing over head and an island which was reachable without waiting for a boat!

And the last was easiest of all, when you come to think of it.

Use an airplane!

That's some prescription and it is going to take the abilities of Greaton and the entire staff of the Development Commission to provide the sort of an Island desired.

But they'll try. Make no mistake about that. They may fail, but it's better than an even bet that before many moons the writer of that letter will be provided with information concerning several islands which, while they may not fill the requirements 100 per cent, will be sufficiently close to satisfy the prospective Summer visitor.

It's a way the Commission has.

NATO Urges Off-Season Vacationing

By Leavitt F. Morris

Travel Editor of
The Christian Science Monitor

Chicago

More and more Americans are going to be urged to do their vacationing in the so-called "off seasons" during the next year as the result of the continuance of a vigorous program of the Year-Around Vacation Committee of the National Association of Travel Officials to get persons to take holidays during periods other than the peak months of July and August.

In their recent meeting here, the NATO went on record as endorsing a program whereby employees would be asked to encourage employees to either split vacation holidays into two a year—one in the summer and the other in the winter—or take vacations in the spring or fall.

Movement 'Spreading'

Garth Cate, Chairman of the Association's Year-Around Vacation Committee, said the movement to spread vacations through the 12 months of the year "was spreading because it avoids the summer jam-up." A vacationer, he pointed out, at any time of the year can find some place in the United States the things he wants to do.

Resorts and hotels, the railroads, air lines, and bus com-



Everett Greaton, Executive Secretary of Maine Development Commission, is the new President of the National Association of Travel Officials.

R, MAINE, THURSDAY, JUNE 19, 1947



AROOSTOOK SET FOR RECOGNITION—Howell Walker, right, National Geographic writer-photographer, shown discussing preliminary arrangements for the Aroostook story with Everett Greaton, executive secretary of the Maine Development Commission.

panies are wholeheartedly behind NATO's program of spreading the vacation period of a year. Many resort hotels that used to close their doors after Labor Day now are open the year 'round, thus providing top accommodations for the "off-season" vacationist.

Because of the year-around vacation trend resort operators keep a full calendar of recreational events on tap and the vacationist who takes a holiday in the spring or fall will find not only excellent accommodations available and a variety of recreational activities, but will enjoy lower rates for advantages which are considerably higher during the height of the season.

Greaton Named Head

Terming the vacation business "one of America's major industries," Mr. Cate added that "it is not an inflationary industry because all but a small fraction of the money is spent for services."

NATO estimated that by the end of this year vacationing Americans will have spent \$11,000,000,000, and by 1950 prospects are that this will increase to \$15,000,000,000.

Everett Greaton, Executive Secretary, Maine Development Commission, was elected President, succeeding J. Herbert Walker of Harrisburg, Pa. Other officers elected were:

Vice-Presidents, I. N. Parrish, Miami Beach, Fla.; Joseph A. Bursey, Santa Fe, N. M.; Mel Dobson, Atlantic City, N. J.; Manley Robinson, Salem, Ore.; Treasurer, George Bishop, Marquette, Mich., and Secretary, S. Valentine Saxby, Duluth, Minn.

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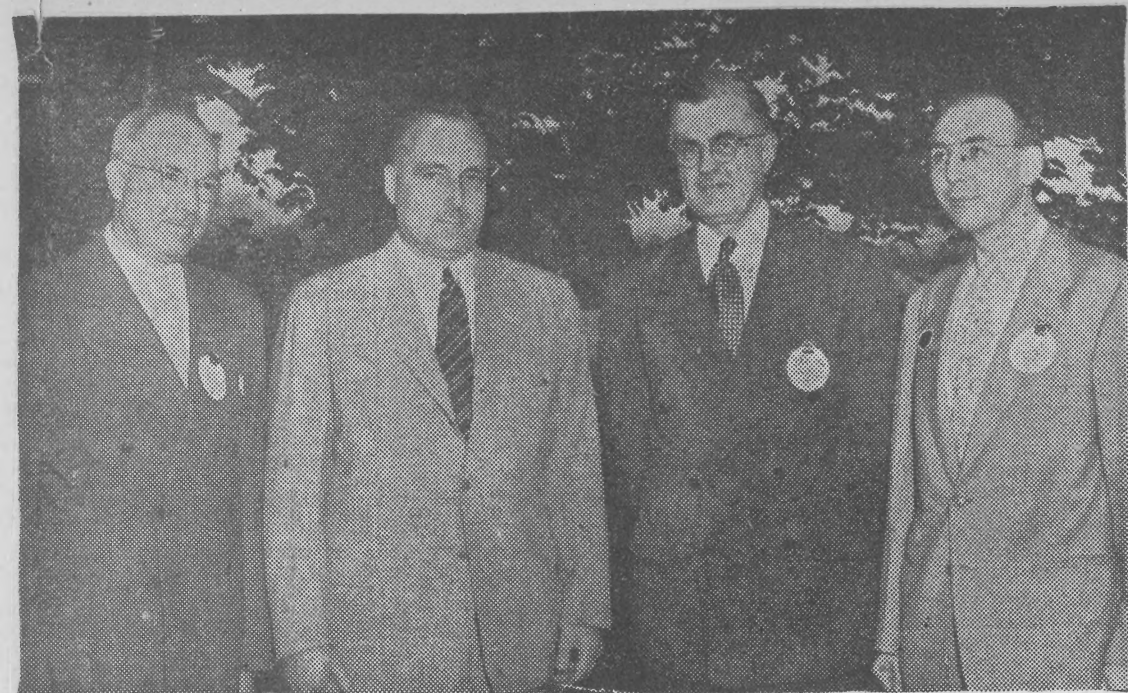
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AT NEW ENGLAND COUNCIL MEETING, POLAND SPRING—These men, one of them a former Governor of Maine, were among the distinguished personages at the three day quarterly meeting of the New England Council, at the Poland Spring House. Left to right, Everett F. Greateon, Auburn, executive director of the Maine Development Commission; Richard L. Bowditch, president of the NEC, Boston; Former Governor Louis Barrows of Gardiner and Boston; Dr. Charles F. Phillips, president of Bates College.



TRAVEL OFFICIALS MEET—Elisabeth Shoemaker (center), executive director, Pioneer Valley Association, presided at first meeting of New England members of National Association of Travel Officials. With her (left to right) are Harris W. Soule, Vermont; Guy P. Butler, Maine; Vice Pres. Mall W. Dodson, Everett W. Greateon, Me., and Andrew M. Heath, New Hampshire.



LOOKING TOWARD MAINE: Mrs. William E. O'Connell of Flushing, N.Y., and her children, Billy, 11; Betsey, 9, and Carol, 2, start thinking about their coming week's vacation in Maine.

—Associated Press Wirephoto

Maine Invites N.Y.C. Family To Free Vacation

New York—(UP)—The State of Maine came to the rescue of a heat-plagued New York family today.

Mr. and Mrs. William O'Connell, of Queens, and their three children plan to leave Friday to spend a week at a resort on the rockbound—and cool—coast of Maine.

The expense-paid "dream" vacation is the result of a letter Mrs. O'Connell wrote a month ago, on one of the hottest days of what has been one of the hottest summers in New York history. She is a native of Providence, the former Kathleen Mungiven.

After watching her children—Billy, 11; Betsy, 9, and Carol, 2—languish in the city heat without much to amuse themselves, Mrs. O'Connell sat down and wrote to the Portland Express. She told the editor she hoped children in Maine realized how lucky they were to have woods and the seashore for playgrounds in the summertime.

Mrs. O'Connell thought that was the end of the matter until she received a long-distance phone call from Everett F. Greaton, executive director of the Maine Development Commission at Augusta, inviting the family for a visit.

Her husband, an employe of the New York City parks department, is "practically in a coma," Mrs. O'Connell said. She's not sure what the parks department will think about her complaint against spending the summer in the city.

"Maybe we'll be on relief when we get back," she said. "But it'll be a wonderful week just the same."



ON HEART COMMITTEE—

Everett F. Greaton of Auburn, executive director of the Maine Development Commission, has been named to the Maine Heart Association Public Education and Campaign Committee, it was announced this week by Dr Elton R. Blaisdell, association president. The duty of the nine-member committee will be to present to all parts of the State an organized information and instruction-booking qualified persons to speak on heart disease and showing films on the subject at service clubs, PTA meetings, fraternal club and professional group meetings.

Let's Take Optimistic View Of State Industrial Scene, Greaton Says

Dismal Maine industrial picture painted by some people, "the first thing you know creates a complex that is not good," Everett F. Greaton of Augusta, executive director of the Maine Development Commission, told members of the Rotary Club in the Elmwood Hotel here Monday, describing industries he said the Commission aided to locate in Maine.

Greaton stated of population talk that last year's census showed there are nearly 16,000 more people in Maine than any other of the northern New England States.

He added that he wished people and newspapers would call attention to more of the "fine" things that have happened. He listed expansion of the Great Northern Paper and Scott Paper Company paper plants, Searsport chemical company, a tannery in South Paris and C. F. Hathaway expansion prospects as beneficial Maine events.

Stating that industrial gains outweigh losses, Greaton said 47 new industries have located in Maine since the war, including six textile plants, three machine plants, four tanneries, 14 shoe factories and 10 wood-working plants.

The Maine Development Commission, its activities coming to a close because of action by the State Legislature approving an industrial commission, has had three men in the industrial development field, Greaton stated, adding he hoped the new department can double that.

Terming getting industry to locate in Maine a "slow, uphill business," Greaton said it is not to best interests of the State to seek heavy industry and he cited industries working with wood, printing and shoe factories as industries good for the State.

Keen competition for industries seeking locations, offers of buildings, no taxation or low taxes and distance from markets are

pertinent points to owners of industries, according to the speaker.

LEWISTON GRANGE HAS GOOD ALL DAY SESSION

At the meeting of Lewiston grange, Thursday in all day session, two speakers were well received. In the forenoon Chief Fortin of the Lewiston Fire Department gave an address bringing to the people the necessity of better fire protection.

Chief Fortin took up fire prevention, as needed especially on the farm home, recommending lightning rods on buildings and fences, the latter for protection of cattle; warning against spontaneous combustion from moist hay or grain stored in barns; advising storing automobiles where hay is not kept; and urging cleaning of chimneys every year, since 90% of rural fires are due to burning chimneys.

These precautions not only make for safety to the farmer, he said, but tend to lower insurance rates.

Special mention was made of a new dry cleaning small appliance which, he said, is safe if used with the fluid provided by the manufacturer, but which is highly explosive and therefore dangerous when gas is substituted.

At the close Mr. Fortin answered many questions.

Everett F. Greaton of Auburn, special agent for Maine on unemployment spoke in the afternoon.

First he took up causes of the business depression, then what Maine is doing as emergency measures, occasioned by the fact that many industries cannot take on more help for the next three months, and third, the final remedy after this emergency is passed.

During the war and after, a shortage occurred in all commodities, due to decreased manpower. As soon as manpower was restored, industry tried to catch up, expanding tremendously, paying high wages that attracted many people from rural districts, and there was a rush in all kinds of industries.

Along also came increased efficiency in machinery, so that shortly we not only caught up but produced more than needed. Industry tried to sell its surplus thru high-powered advertising and installment selling was employed to make it easy for people to buy.

Thus the country became saturated. People had been living high and prosperity was topheavy.

The re-action came to establish a firm basis, industry had to stop manufacturing, stocks and bonds sought a saner level and Congress fumbled the tariff issue for months adding to uncertainty. This all made for an unsettled condition, with labor released, and the public buying less, the many commodities had reached their lowest price for years.

Maine decided to help by going to larger towns and cities, to establish free employment bureaus, and inducing people to furnish temporary work. This has been successful, the people getting behind the movement, so that thru the State in six weeks about 200 people have been set to work. Heads of industry have been urged to retain as many workers, rotating their help, and other instances shortening working hours to distribute work to as many as possible. Communities have been assisted in co-ordinating welfare work. Fear has been allayed, by getting at facts and abating false rumors. The general response has been gratifying.

In checking places a second time it was found that depression has yielded to courage, as quite a few of the unemployed have been given work.

As a country, the next step is to find out the general causes, and take steps so such periodic depressions will cease. Industry and people in general must get on a more conservative basis. Industry must be sure conditions warrant expansion before expanding. Re-action from over-expansion has had effect on labor.

Because of increased efficiency of machinery and increased population in industrial centers, a shorter week must be provided. Serious study must be given to leveling off peaks of production and raising valleys, to provide steady employment. An educational program among help also is needed, perhaps thru a personnel department. These experts would study family conditions and advise as to health, finances, education of children, home buying, savings, and also purchasing methods, as well as advice on how to make advancement in the position he occupies. Industry also should have a definite plan to keep in touch with employees to help them in every way possible.

In other words, industry in the next decade or so needs to be stabilized and humanized, thru the solution of these problems intelligently and constructively.



SCENIC PRIZE—Five acre site of land in S. C. Noyes development near Bemis, Me., has 200-foot frontage on picturesque Lake Mooselookmeguntic which attracts hundreds of admiring tourists every summer. Land is part of Grand Prize in Davy Crockett coloring contest for children. Contest continues in The Boston Post through June 30.



1948
Left to right: Mr. E. N. Blackwell, President of M.H.A.; Mr. Everett Greaton, Me. Development Commission; and Judge A. J. Dunton, Past Pres. of M.H.A.



Following dedication exercises three freshman boys from Wesleyan Hall pose with Rev. Louis Staples, '08, Mrs. Dunn, Headmaster Dunn, and Everett Greaton, '16, President of Board of Trustees.

Send Maine Land To Hub



MAINE SOIL FLIES—Everett F. Greateon, director of the Maine Development Commission, is shown handing a parcel of Maine soil to pert Northeast Airlines stewardess Helen Chase. The soil will be scattered over the site of the new Museum of Science building on the Charles River in Boston. It will be accompanied by soil from all the other New England States. Maine's contribution was wrapped in a potato bag and a box with the familiar Maine trademark of red, white and blue.

Soil in which "the best potatoes in the land grow" left Augusta yesterday by a sleek Northeast Airlines DC3 from State Airport where it will be scattered over the site of the new Museum of Science building along the Charles River in Boston.

Wrapped in an empty Aroostook potato bag and a box bearing the familiar State of Maine red, white and blue trademark, the parcel was placed aboard the airliner by Everett F. Greateon, Maine Development Commission director.

Soil had been requested from all New England states by Bradford Washburn, director of the Museum.

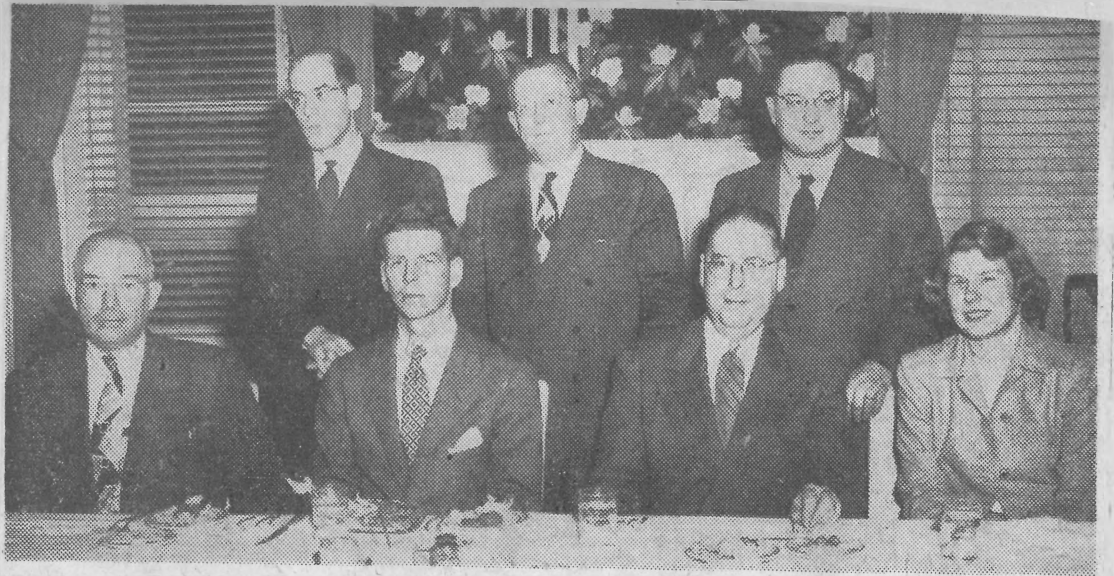
Maine's contribution was flown to Providence, R. I., where it will be joined by other states' soil. From

there the packages will be flown to Boston by a Sikorsky helicopter and scattered from the air over the site.

The cornerstone laying ceremonies take place today.

Governor Frederick G. Payne said in a brief note to Washburn that "just as Maine has given her soil for the ceremony today, so will her citizens make material contribution to scientific progress and advancement of New England and the Nation."

Through the efforts of Greateon and Doyle Vatour of the Development Commission, Northeast District Sales Manager Charles H. McKenney, Augusta Northeast Manager Leighton A. White and Ken Wood, the sendoff was considered a success.



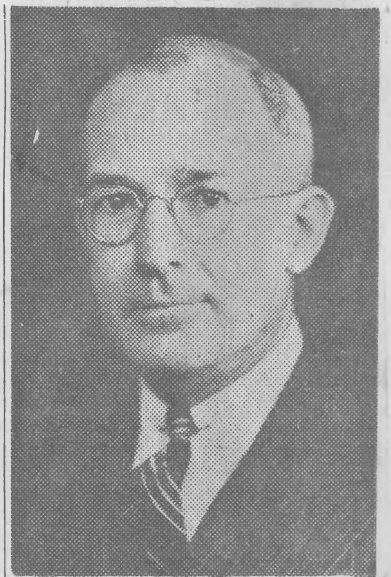
SKI COUNCIL AT AUGUSTA—The Maine Ski Council members, holding a monthly session at the Augusta House, Tuesday evening, was told that Maine has the finest potential speed trail in the East at Sugar Loaf Mountain, Somerset County. This has a drop of 2,700 feet in a mile and a quarter. Among those attending the session were those pictured above, left to right, seated, Everett F. Greateon, executive director, Maine Development Commission; Fletcher Brown, Portland, council president; Guy P. Butler, Portland, executive director, Maine Publicity Bureau; and Miss Jean Deland, Portland, council secretary. Standing, George M. Albert, Portland, council treasurer; James M. Acheson, Augusta, vice president, Maine Publicity Bureau; and Richard A. Hebert, Portland, editorial manager, Maine Publicity Bureau.

WLU Garden Club Complete Plans for Ann'l Guest Night

The annual Guest Night observance of the WLU Garden Club will be held at the Auburn clubhouse at 8 o'clock next Tuesday evening, March 2, when Everett F. Greateon of Auburn, executive director of the Maine Development Commission, will speak and show moving pictures of Maine.

Mrs. M. Frank Goggins is serving as program chairman for this meeting, and Mrs. Charles L. Eastman heads the hospitality committee, which includes Mrs. Walter W. Webber, Mrs. Raymond Philbrick, Mrs. Ralph L. Cobb, Mrs. Royal F. Roderick and Mrs. Sam E. Conner.

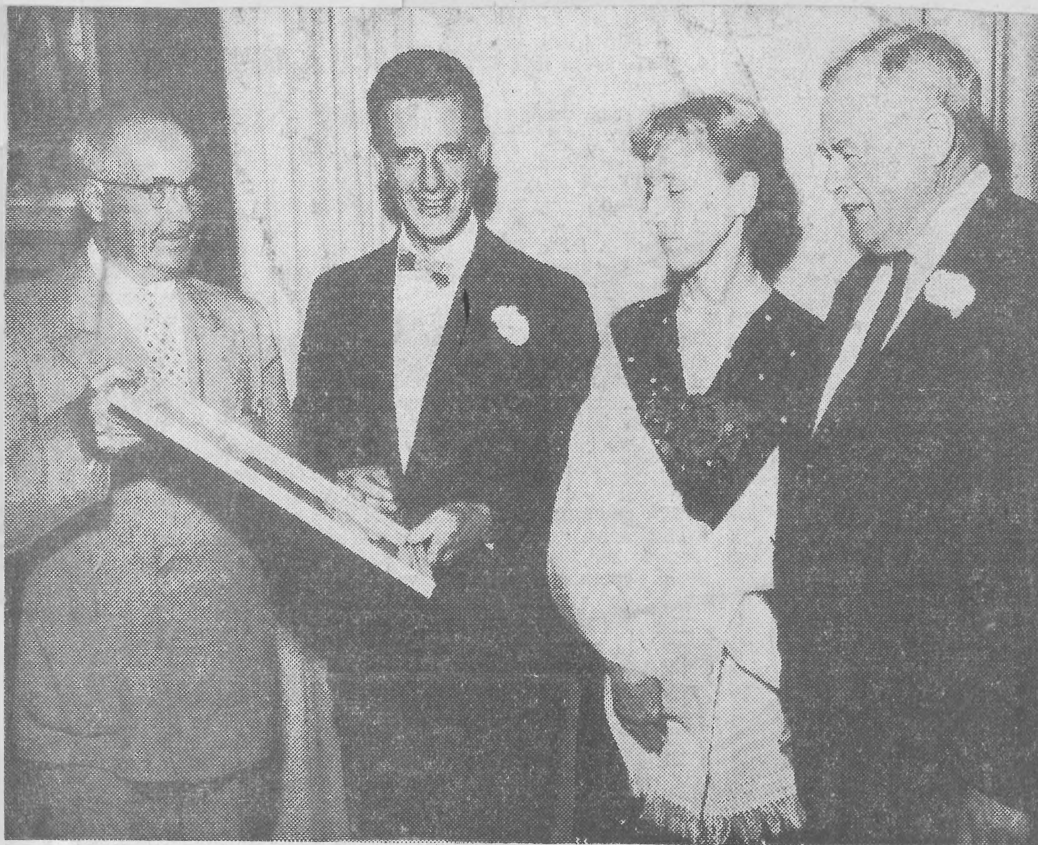
Mrs. Ernest E. Hodgkins and Mrs. Russell D. Carroll will receive guests at the door, and pourers for the social hour will be Mrs. Frank A. Kemmer and Miss A. Lydia Whitehouse. Mrs. Florian E. Berube will have charge of floral appointments.



EVERETT F. GREATON



8/7/54



Honorary Citizen

Thomas Fransioli, second from left, of Boston and Castine was made an honorary Maine citizen Thursday evening at the annual dinner of the Farnsworth Museum trustees at Rockland. Everett Greaton, left, executive secretary of the Maine Development Commission presented the certificate of citizenship on behalf of Gov. Burton M. Cross as Mrs. Fransioli and Museum Pres. Ralph Lowell of Boston look on. Mrs. Fransioli is wearing a Maine-woven stole presented her at the dinner. Fransioli paintings collected from all sections of the country are being displayed at the Rockland museum. (By Staff Photographer Moore)

8/21/56

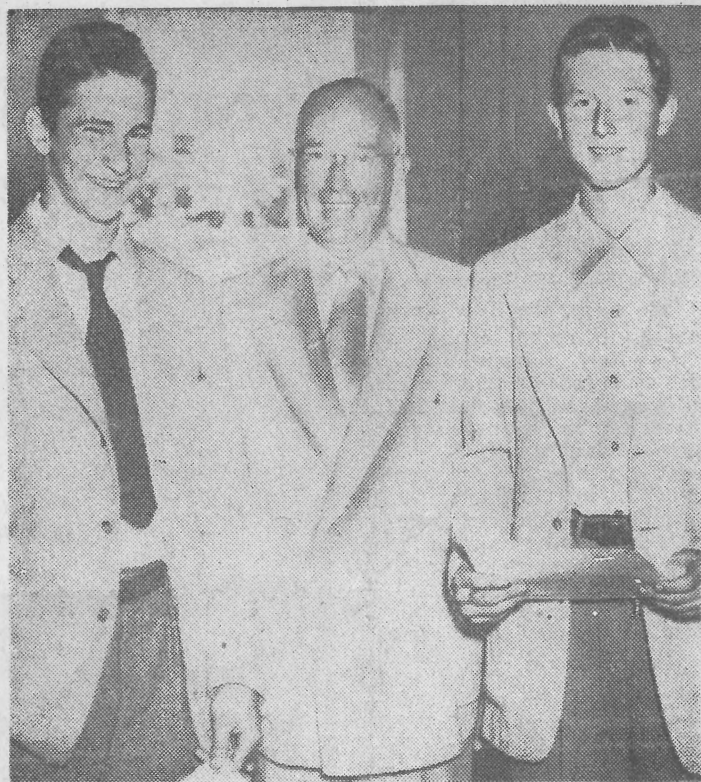


For Long And Honorable Rangeley Service

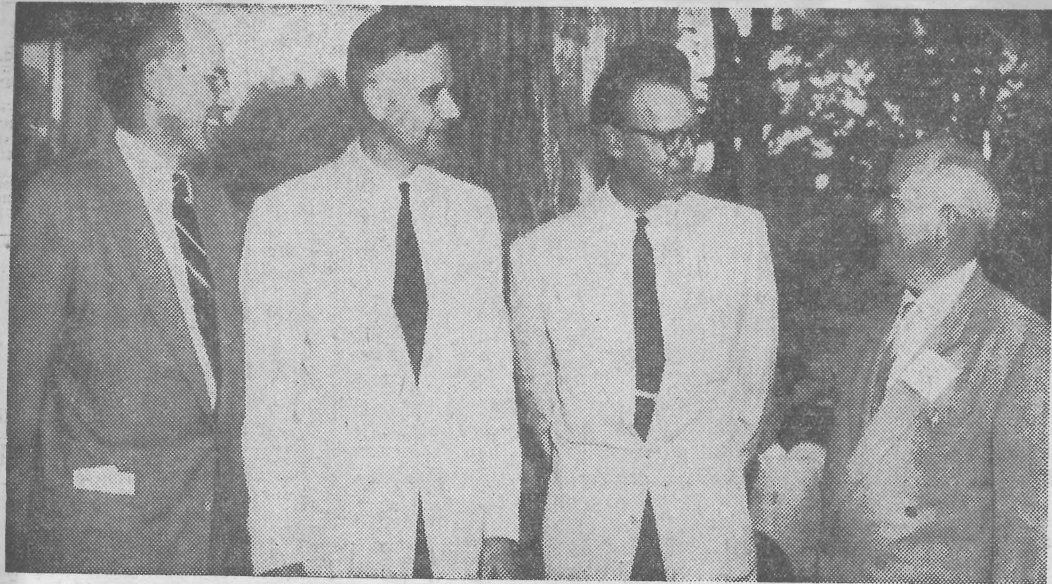
Two of Rangeley's best-known citizens are shown receiving honorary memberships to the Squire Rangeley Club. Everett Greaton, commissioner, Maine Department of Industry and Commerce, is shown making a presentation to Herbie Welch while Shelton C. Noyes (right), is about to honor Mable Burns Thomas. Welch is a nationally-known angling expert and artist and Mabel Thomas is one of Maine's long-time camp and hotel operators.



HONORED AT KENTS HILL—Highlight of the 131st birthday of Kents Hill School, celebrated Feb. 27, was presentation of a plaque from the board of trustees to John Orville Newton of Augusta in recognition of his 73 years of service to the school. Newton is at the left in the picture. The plaque was presented by Everett F. Greaton '16, Auburn, executive secretary of the Maine Development Commission and president of the board. The plaque states that the Board of Trustees of Maine Wesleyan Seminary and College (Kents Hill School) have unanimously elected Newton president emeritus of the school in recognition of his "long lifetime of devoted leadership and inspiration to the boys and girls of Kents Hill; and in honor of a great teacher, a Christian humanitarian, a loyal friend and a fine gentleman." Mrs. Newton, Mr. and Mrs. Elmer Campbell of Auburn and Mr. and Mrs. Arthur Fenton of Readfield were guests at the ceremony.



BAYSTATERS NOW JUNIOR MAINE GUIDES—Nathaniel Raymond, left, of Wayland, and Truman Brackett Jr., of Brookline, are presented Junior Maine Guide certificates by Everett F. Greaton, executive director of Maine Development Commission, at State House, Augusta.



Speakers At Camp Directors' Meeting

Walter F. Whittier Sydney R. Ussher John H. Sutor Everett F. Greaton

July 1955

Camp Directors Vote \$500 For National Home As Tribute To Everett F. Greaton

NORTH BRIDGTON, July 20 — The Maine Camp Directors Association voted \$500 to the new national home of the American Camping Association as a tribute to Everett F. Greaton, at its 20th annual meeting here today.

John H. Sutor, Deerfield, Mass., retiring president, said that the contribution passed because it was put in the name of Greaton, "a great benefactor and guardian of the boys' and girls' camps in Maine for the past 20 years."

He commented that the Bradford Woods, Ind., building is the first national home that the whole camping movement has had, and that the Maine fund is the largest amount any regional association has contributed to it.

GREATON, who worked with the camp directors in 1936 to organize the association is executive director of the Maine Development Commission. He was present at the gathering of 85 camp leaders representing 40 Maine summer camps, and was called upon frequently to answer



New President

questions at the morning and afternoon sessions.

Mrs. Lillian Ussher, director of Camp Wawenock, South Casco, was elected president at the

afternoon business meeting, held at North Bridgton Congregational Church.

Also elected was G. Britton Homes, director of Camp Etowah, Fryeburg, secretary-treasurer.

Earlier, the directors were told that the 225 boys' and girls' summer camps in Maine were good financial risks. Walter F. Whittier, treasurer of Hannaford Brothers, Portland, pointed out that the 16,000 out-of-state boys and girls vacationing at summer camps in the Pine Tree State were a "tremendous asset to the Maine vacation business."

Following committee reports in the morning, a discussion of railroad express surcharges and the milk surcharge to boys' and girls' camps brought a vote to set up motions to be presented to legislative committees.

SUTOR PRESIDED over the session in the Bridgton Academy chapel. He is director of Camp Tiwanous.

Following Whittier's talk and the afternoon election, J. Halsey Gulick, director for 30 years of the Luther Gulick Camps at South Casco, spoke on camp standards. Miss Jean Brown, director of Camp Vega, Readfield, spoke on counselor sources and training.

The Rev. William G. Berndt, director of Camp O-at-ka, East Sebago, told the group of the program of the American Camp Association. Following his description of the national headquarters development at Bradford Woods, Ind., the Greaton Fund was voted.

AFTER A DISCUSSION of the Junior Maine Guide program, Sutor led a forum on camp public relations, and Joel Bloom, director of Camp Powhatan, East Otisfield, spoke on camp leadership workshops.

A noontime luncheon meal on the Academy campus was served by the church Ladies Aid under the direction of Mrs. Warren Stewart.

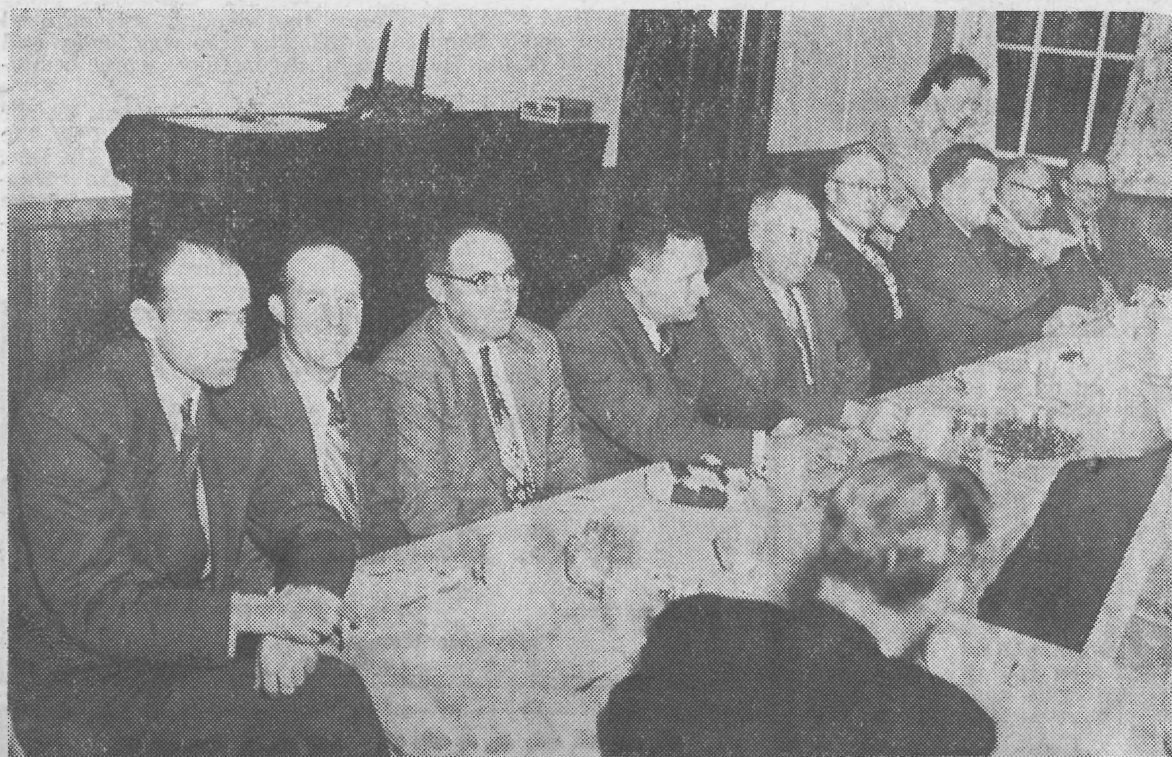


SIGNING NEW LEASE — For Maine's Promotional Office in New York City for the 16th consecutive year of its use is Industry-Commissioner Fred A. Clough Jr., Augusta, center. State Recreation head Everett F. Greaton, left, and Bernard M. Johnstone, Publicity Bureau, Portland, look on. The office has just been completely refinished.



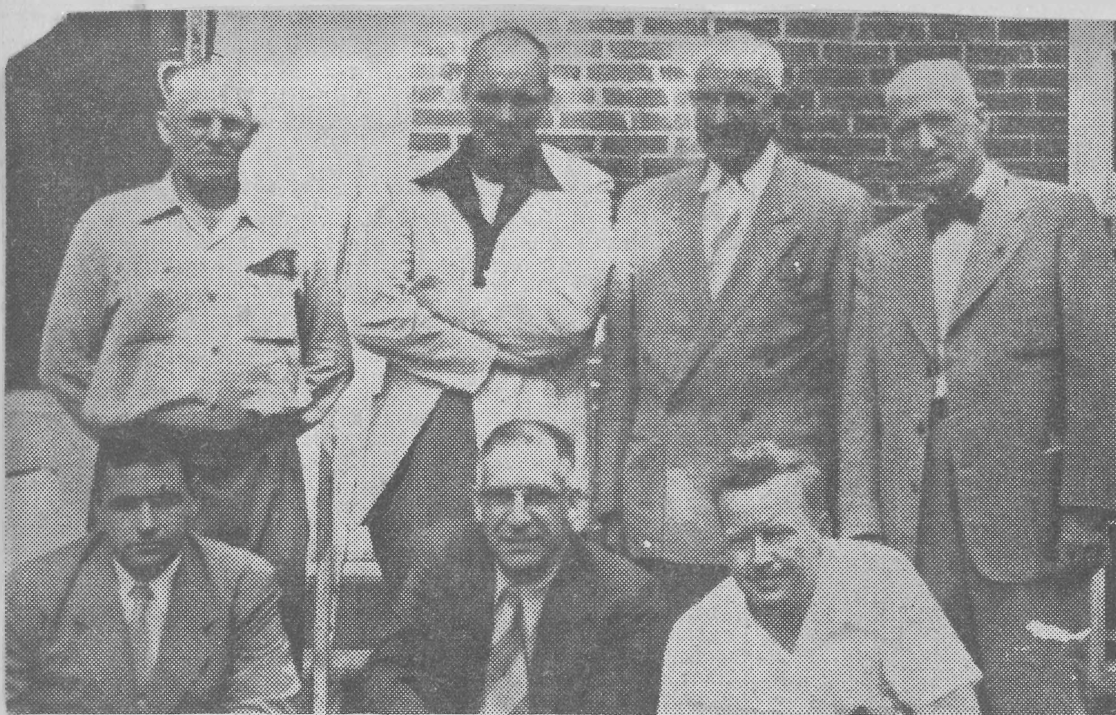
—Staff Photo by Wardwell—
REAL ACTION AT GROUND BREAKING—There was real action with the shovels as Gov. Burton M. Cross, right, and President Axel H. Anderson of Bird and Son Inc., East Walpole, Mass., broke ground for the firm's new plant on the Lisbon Road, Lewiston. Several of the men whose activity brought the firm to Lewiston watched the ceremonies, held on an improvised platform to keep the party out of the ankle deep mud. Left to right, behind the ground breakers: James R. Pelletier, Lewiston real estate broker; Maurice Goulet, contractor; Ralph A. Wilkins, vice president of Bird and Son; Everett H. Gration of Auburn, executive director of the Maine Development Commission; Alderman Emile Jacques of Lewiston; Herb Fontaine, local radio announcer; John J. Burke, general superintendent of the paper products division of Bird and Son; Ernest and Wilfred Goulet, contractors who are erecting the building; Guy F. Houghton, local manager for Bird and Son; Edward J. Beauchamp, Androscoggin County Attorney; Laurier T. Raymond, Lewiston city controller; and

County Officials And Deputies Entertained By Sheriff Waltz At Dinner, Monday At West Waldoboro



Flye Photo

L. to r.: State Senator Wilmoit Dow, Representative Norman Chase, Council member Donald Johnston, County Attorney J. Blenn Perkins, Jr., Executive Secretary of Maine Development Commission Everett Gration, Sheriff Stanley Waltz, County Commissioners E. Ashley Walter, Jr., Clifton Hanna and Carleton Adams.



ATTENDED ME. HARDWOOD ASSOC. MEETING—Standing, left to right, B. Warren Dodge, of the Forster Mfg. Co. of Strong; Rand Stowell, of Timberlands, Inc., Dixfield; Everett F. Greaton of Auburn, executive director of Me. Development Commission and an association officer; Clarence Morton, president of Paris Manufacturing Co., South Paris. Sitting, William Johnson of the Brown Company, Berlin, N. H.; Me. Forest Commissioner Albert D. Nutting, and William Hepburn of Diamond Match, Oakland.

Stanton Bird Club to Hear Talk on Flower Gardening

Members of the Stanton Bird Club will convene at 7:30 p.m. Monday at the YMCA, Auburn.

Everett F. Greaton of Auburn will be the guest speaker, discussing "How to get the Most Out of Your Garden." He will talk on hybridizing, and will emphasize gladioli, iris and daylilies. Mr. Greaton will also show two films in color and sound. The first will deal with roses and will show hybridization, new varieties and flower arrangements. The second film will feature hardy chrysanthemums, their hybridization and new varieties.

A roll call of birds will be taken at the meeting.

Miss Shirley Jean Pollard, secretary of the local Salvation Army office, will attend the Cadet's Seminar at the SA training school in New York this weekend. She will be a delegate of the Northern New England Division of the Salvation Army.



EVERETT F. GREATON

BOSTON HERALD, FRIDAY, JANUARY 30, 1953



(Herald Staff Photo by Maynard White)

NEW ENGLANDERS AT PANEL DISCUSSION of National Association of Travel Organizations at the Hotel Statler yesterday included (left to right) Guy Butler, Maine Publicity Bureau; Everett Greaton, Maine Development Commission; Elisabeth Shoemaker, Greater Vermont Association; Norman Cook, Cape Cod Chamber of Commerce. Plans for legislation making certain non-religious holidays fall on Mondays to increase tourist business were discussed.



—Staff Photo by Philbrick

DISCUSS MAINE INDUSTRIAL PICTURE—Lewiston and Auburn interests were well taken care of yesterday when a plane-load of New England industrial developers landed at the Municipal Airport to get first-hand information on what is being done with new industry in the State.

Left to right are William T. Davis, president of the Lewiston Chamber of Commerce; John J. Maloney Jr., director of the Lewiston Industrial Development Department; E. F. Greaton, Auburn, executive secretary of the Maine Development Commission; Melvin D. Peach, manager of the industrial department of the New England Council; Arthur Wood, industrial agent for the Maine Development Commission; C. Walter Guilmette, president of the Lewiston-Auburn Board of Realtors; Auburn City Manager Bernal B. Allen, Laurence C. Plowman, chairman of the New England Council's Industrial Development Committee, and William P. Tewhey, executive vice president of the Lewiston Chamber of Commerce.

LEWISTON EVENING

Fire Prevention and Labor Situations Are Discussed

Chief Fortin of Lewiston and E. F. Greaton, Auburn, Speakers at the All Day Program of the Lewiston Grange on Thursday

Two valuable addresses featured the Thursday day program at Lewiston grange, one by Fire Chief Fortin of Lewiston and the other by E. F. Greaton of Auburn, a State and Federal unemployment official.

Chief Fortin took up fire prevention, as needed especially on the farm home, recommending lightning rods on buildings and fences, the latter for protection of cattle; warning against spontaneous combustion from moist hay or grain stored in barns; advising storing automobiles where hay is not kept; and urging cleaning of chimneys every year, since 90% of rural fires are due to burning chimneys.

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Greaton

E. F. Greaton, special agent of the Maine department of labor and industry and an appointee of the Federal government on unemployment, spoke Thursday afternoon at Lewiston grange.

First he took up causes of the business depression, then what Maine is doing as emergency measures, occasioned by the fact that many industries cannot take on more help for the next three months, and third, the final remedy after this emergency is passed.

During the war and after, a shortage occurred in all commodities, due to decreased manpower. As soon as manpower was restored, industry tried to catch up, expanding tremendously, paying high wages that attracted many people from rural districts, and there was a rush in all kinds of industries.

Along also came increased efficiency in machinery, so that shortly we not only caught up but produced more than needed. Industry tried to sell its surplus thru high-powered advertising and installment selling was employed to make it easy for people to buy.

Thus the country became saturated. People had been living high and prosperity was topheavy.

The re-action came to establish a

firm basis, industry had to stop manufacturing, stocks and bonds sought a saner level and Congress fumbled the tariff issue for months adding to uncertainty. This all made for an unsettled condition, with labor released, and the public buying less, the many commodities had reached their lowest price for years.

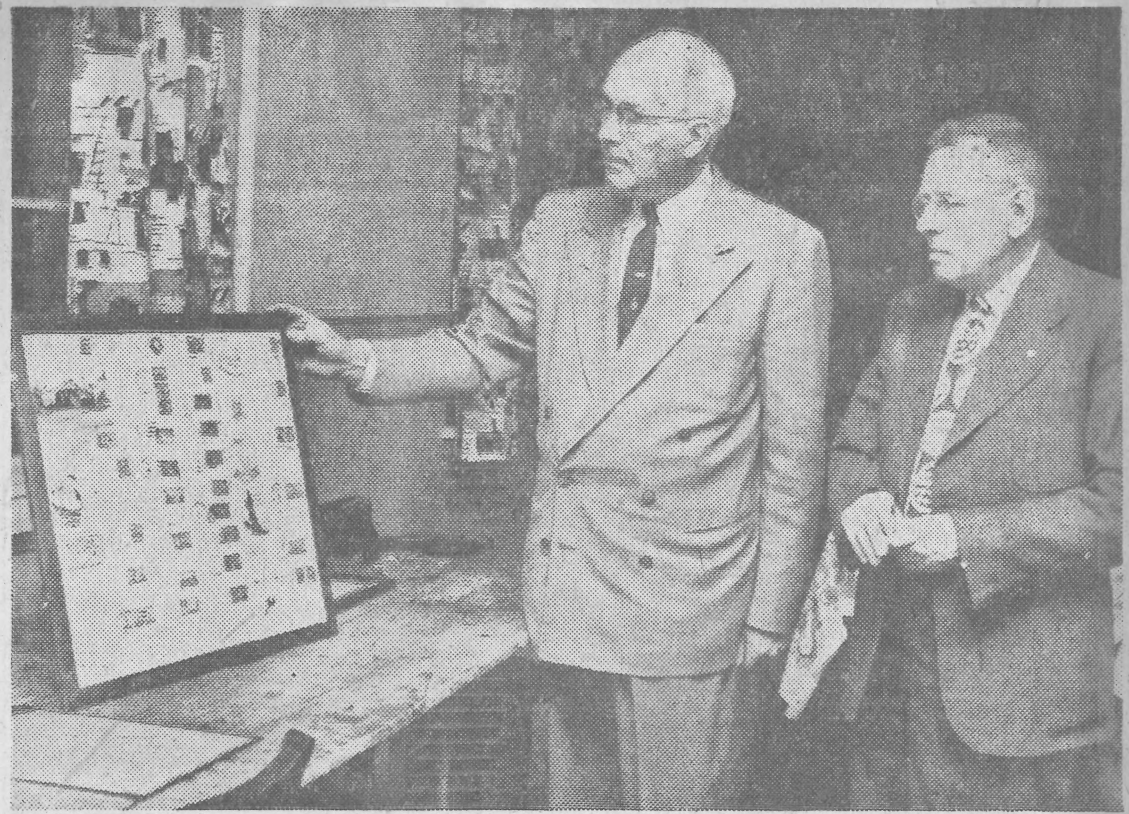
Maine decided to help by going to larger towns and cities, to establish free employment bureaus, and inducing people to furnish temporary work. This has been successful, the people getting behind the movement, so that thru the State in six weeks about 200 people have been set to work. Heads of industry have been urged to retain as many workers, rotating their help, and other instances shortening working hours to distribute work to as many as possible. Communities have been assisted in co-ordinating welfare work. Fear has been allayed, by getting at facts and abating false rumors. The general response has been gratifying.

In checking places a second time it was found that depression has yielded to courage, as quite a few of the unemployed have been given work.

As a country, the next step is to find out the general causes, and take steps so such periodic depressions will cease. Industry and people in general must get on a more conservative basis. Industry must be sure conditions warrant expansion before expanding. Re-action from over-expansion has had effect on labor.

Because of increased efficiency of machinery and increased population in industrial centers, a shorter week must be provided. Serious study must be given to leveling off peaks of production and raising valleys, to provide steady employment. An educational program among help also is needed, perhaps thru a personnel department. These experts would study family conditions and advise as to health, finances, education of children, home buying, savings, and also purchasing methods, as well as advice on how to make advancement in the position he occupies. Industry also should have a definite plan to keep in touch with employees to help them in every way possible.

In other words, industry in the next decade or so needs to be stabilized and humanized, thru the solution of these problems intelligently and constructively.



Staff Photo By Philbrick
VIEW STAMP CLUB DISPLAY—Two members of the Lewiston-Auburn Stamp Club, which met last night at the YMCA, are pictured viewing a collection of covers prepared by William Gielarowski. Looking at the display are Everett F. Greaton (left) and James A. Buckland. A supper was held prior to the meeting.



Ivan Flye Photo
RECREATIONAL FORUM—Everett F. Greaton, executive director of the Maine Development Commission presents Marjorie Mills, Boston radio home economist, a chest of canned sea foods at the Damariscotta recreational forum Thursday at which she was the principal speaker. At left is Miss Constance Burgess of the University of Maine Extension Service.



DISCUSS CAMPING—Among state recreation experts attending the convention here of the New England Camping Assn., were, standing, left to right, Lenox Bigelow of Massachusetts, Everett Greaton of Maine and Perry H. Merrill of Vermont. Sitting, left to right, Russell B. Tobey of New Hampshire, Alan Field of Canada and William Ryan of Connecticut.

1500 Attend N. E. Camping Convention Here

More than 1,500 persons yesterday and Friday attended the New England Camping Association convention at the Hotel Statler, highlighted with a panel discussion of canoeing and camping trips.

Experts on outdoor recreation spoke on various phases of camping out.

Among the speakers were Everett Greaton, director of the Maine Division of Recreation; Lenox Bigelow, travel representative of the Massachusetts Department of Commerce; Russell B. Tobey, director of recreation for New Hampshire; Perry H. Merrill of the Vermont Forestry Service; Louis Carter and F. Gilbert Hills of the Massachusetts Department of Natural Resources; Alan Field of the Canadian Government Travel Service, and William Ryan, assistant director of Connecticut parks.



Madeleine Walenta



Everett F. Greaton

'It's Good To Be Glad'

Gladiolus Society Yearbook Provides Breath Of Spring

A delightful harbinger of spring is "The 1960 Glad Book" just off the press.

The 20th anniversary yearbook of the Maine Gladiolus Society is dedicated to Mrs. Madeleine J. Walenta, South China, one of its founders and until this year its corresponding secretary.

Editor is Everett F. Greaton, Auburn. He's retired executive director of the former Maine Development Commission. For many years he has been growing glads including hybridizing them.

The 104-page yearbook brims with a couple of dozen articles varying from culture, varieties and pest problems to society show schedules and activities.

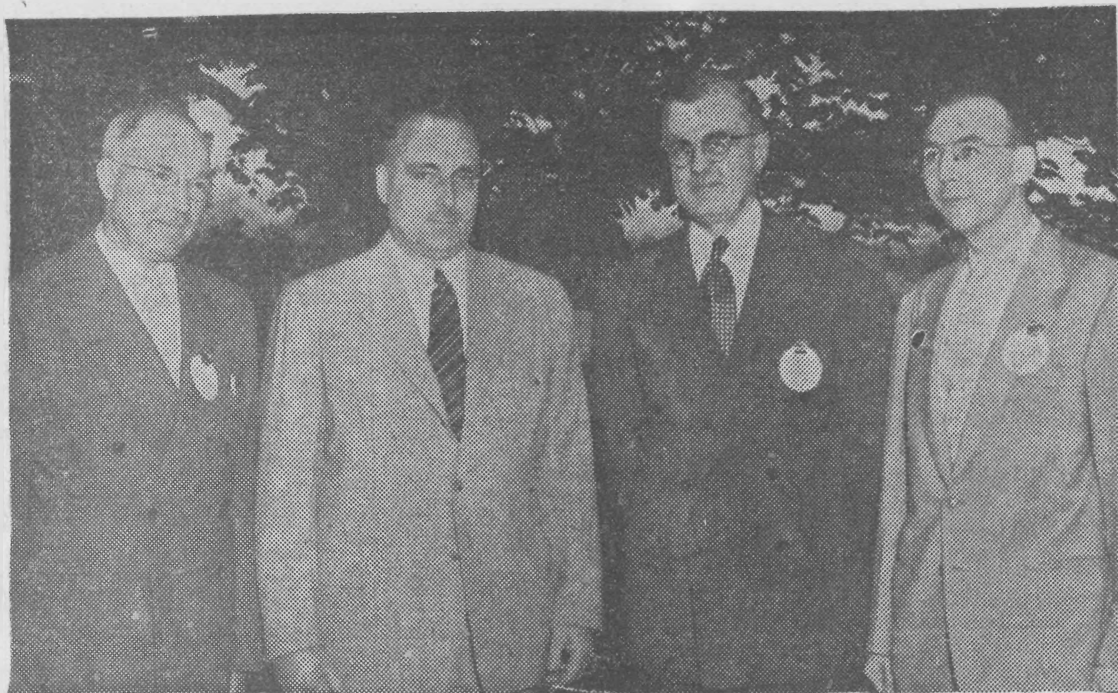
These include poll results by Greaton of the 10 best glads of all time; pointers for amateurs by Everett P. Smith, Turner; a look at some of the newer varieties by Mrs. Camille S. Plummer, South

Portland; hybridizing tips by E. L. Vennard, Sioux City, Iowa; recollections on glad growing by Walter S. Andrews, Lewiston, the society's first president; experiences of a novice show exhibitor by Dr. A. Kenneth Haskell, Manchester, and many others.

The yearbook may be obtained by joining the Maine Gladiolus Society. Just write Mrs. Teddy R. Bankson, Harris Rd., Cumberland Center, membership secretary. It's included in the \$2 annual membership fee. The society is a non-profit organization.

Ross W. Donahue, South Portland, is president, and Edward D. Johnson, Monmouth, executive board chairman.

There's a "blessedness" in gardening, writes Prof. Cecil J. Reynolds, of the University of Maine. In another article, George V. Johnson, South Portland, notes: "It's good to be glad."



AT NEW ENGLAND COUNCIL MEETING, POLAND SPRING—These men, one of them a former Governor of Maine, were among the distinguished personages at the three day quarterly meeting of the New England Council, at the Poland Spring House. Left to right, Everett F. Greaton, Auburn, executive director of the Maine Development Commission; Richard L. Bowditch, president of the NEC, Boston; Former Governor Louis Barrows of Gardiner and Boston; Dr. Charles F. Phillips, president of Bates College.

3/3/54



BIRTHDAY CAKES AND ALUMNI—helped celebrate Kents Hill's 130th birthday Sunday. Seated, left to right, Elmer Campbell, 1923, Auburn; Luther Russell, 1908, Kents Hill; Everett Greaton, 1916, Auburn; Headmaster W. W. Dunn; J. O. Newton, 1888, Augusta; Mrs. J. O. Newton, 1903, Augusta; Mrs. Greaton, 1916, of Auburn. In back, waiters and waitresses, left to right, Donald Carter of Vineyard Haven, Mass.; Jerome Hinds of Sheepscott; Harry Knight of West Scarborough; Winfield Bearce of Hallowell; Patsy Joe Stephens of Belmont, Mass.; Elissa Von Letkemann, Swampscott, Mass.

J. O. Newton, 90 in April, Speaks At Kents Hill 130th Anniversary

KENTS HILL, March 2—Kents Hill's 130th Birthday was celebrated Sunday. An anonymous gift of \$1000 was announced by Headmaster William W. Dunn at the close of the dinner.

Alumni who were invited guests of the day were Eli Merri-man, 1881, and Mrs. Merriman, J. O. Newton, 1888, and Mrs. Newton, 1903, of Augusta; Luther Russell, 1908, great, great grandson of Luther Sampson, the founder of Kents Hill, and Mrs. Russell of Kents Hill; Everett Greaton, 1916, president of the Board of Trustees and Mrs. Greaton, 1916, of Auburn; Sabrina Stevens, 1918, Kents Hill nurse and teacher of ceramics; Elmer Campbell, 1923, trustee, and Mrs. Campbell of Auburn.

Mr. Newton, who celebrates his 90th birthday in April, is a link between Kents Hill's present and past. When he came to Kents Hill in 1884, the founders of the school were still living and he knew many of them personally. Since then he has had 66 years at Kents Hill as student, teacher and headmaster. He still holds the title of honorary trustee and headmaster emeritus.

In his talk he compared life at the school today with life at the school and in the surrounding world at the time of its founding in 1824. At that time Maine had only just become a separate state in the Union, Lafayette was making a tour of the country and great writers of American literature were still school boys.

Greaton Elected President Kents Hill School Trustees

KENTS HILL—At the annual meeting of the board of trustees of the Maine Wesleyan Seminary and College at Kents Hill, Everett F. Greaton of Auburn was elected president of the board of trustees, succeeding Dr. Olin S. Pettingill of West Medford, Mass., who had held this office for eight years.

Mr. Greaton graduated from Kents Hill in the class of 1916. For the past 22 years, he has been executive director of the Maine Development Commission. He served as president of the National Organization of Travel Organizations for two years. He has been a trustee of Kents Hill since 1944

and served as vice-President of the corporation from 1945 until his present election. His wife, Rachel Whittemore of Fayette, graduated from Kents Hill in 1916. They have two children, Winston of Portland and Roberta G. Austin of Auburn.

Mr. Greaton has been active in young people's work, Boy Scouts, and in church work. He has been a Sunday School teacher for 35 years.

Other officers elected at this meeting were: Dr. Alton Swett, Portland, vice-president; Arthur Fenton of Readfield, treasurer; Fred Gordon, Portland, assistant treasurer; and Luther Russell, Kents Hill, secretary.

Everett F. Greaton To Speak At Kents Hill Commencement

KENTS HILL—The 131st commencement at Kents Hill School will be held Saturday and Sunday, headmaster, William W. Dunn, has announced.

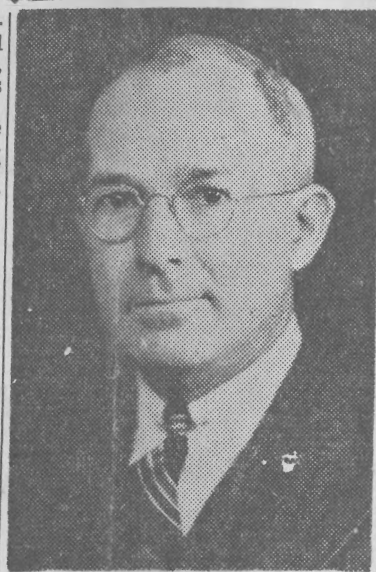
Everett F. Greaton, executive director, Maine Development Commission, and president, Board of Trustees of Kents Hill, will be the baccalaureate speaker at services, Sunday morning.

Peter D. Hay, Westbrook, '56, has been elected class marshal and will lead the academic procession.

The valedictory address will be given at the commencement exercises, Sunday, by Althea Dolloff, of Mount Vernon. Edward A. Dodge, Kents Hill, president of the senior class, will make the presentation of the class gift and Frances Buxton, of Readfield, will read the class history. Diplomas will be presented to 65 members of the graduating class by Greaton on behalf of the Board of Trustees of the school.

The program is as follows:

Saturday, baseball game with Fryeburg Academy, 1 p.m., followed by faculty reception for parents and friends; Spring sports dinner, 5:30, at which time athletic awards will be made by the various team coaches; senior prom, 8, in Newton Gymnasium; Sunday, baccalaureate services, 10 a.m., with ivy planting ceremony immediately after. Fred Stone and Althea Dolloff will plant the ivy and the address will be given by



EVERETT F. GREATON

Edward Dodge. A buffet lunch will be served at noon. Graduation exercises are scheduled for 1:30.

Senior class day activities were held last Saturday with Edward Dodge, class president, acting as master of ceremonies. Class will be read by Mollie Nolan, Canton, Mass., and the prophecy by Larry Devese, Tenafly, N. J. Senior banquet was held that evening with Mollie Nolen in charge of arrangements.

State's Biggest Year Of Camping Forecast

By BILL GEAGAN

AUGUSTA, June 24—Maine and summer stood wed outstretched hands today to welcome more than 15,000 boys and girls from all parts of the United States to another season of camping in this great, green "Playground of the Nation."

The youngsters from 3 to 16 years of age will begin to arrive this weekend and by the end of another week they will fill to capacity most of the 225 camps all over the state.

Interviewed in his busy offices in the State House here today, Everett F. Gration, executive secretary of the Maine Development commission and an enthusiastic worker in the camp movement, said this will be the biggest year in the history of the movement in Maine.

HE EXPLAINED that Maine pioneered the idea of children's summer camps which has been copied by many other states across the country.

The first summer camp, he said, was founded by George W. Hinckley, known also as the founder of the present Good Will Home in Hinckley, Maine. That was more than 50 years ago.

The idea caught on and the movement was quickly underway. It has grown steadily, Gration said, with more camps and more children attending them every year. And this summer will be by far the 'greatest of all.

"MOTHERS AND fathers were quick to recognize the importance of the summer camps in the development of the child," he explained "and interest has mounted rapidly. More and more camps were added each year and they are still increasing."

That the early founders built better than they knew is seen in the fact that of the first 10 camps founded in Maine, nine are still in operation.

Gration pointed proudly to the fact that Maine has remained in the forefront of the camp movement because "no state in the country offers the same great advantages as a camping site."

HE POINTED OUT that Maine has more than one twelfth of the children's summer camps in the entire country and hastened to add that "of far greater importance is the fact that Maine camps are firmly established. They are not temporary affairs of the sort that are here today and gone tomorrow."

He explained that child psychologists are agreed that it is urgently important that the growing child should spend part of his time exclusively in the company of his contemporaries. "By doing this, he learns to along with those of his own he learns to give and take," ton said. "He learns to



Everett F. Gration

stand on his own feet; to be self-reliant, generous and tolerant.

"IN SHORT, he learns all of the virtues by practical experience. Society would have fewer misfits today if, in the past all boys and girls could have attended summer camps where they could have built a solid groundwork for social development."

Gration stressed the fact that the physical and mental development of boys and girls at the summer camps is not haphazard.

Children of both sexes and of all ages are not turned loose in the same camp and allowed to work out their own salvation.

THERE ARE CAMPS for girls and camps for boys. There are camps for the pre-school child, for those of primary and secondary school development. In this manner it is possible to observe the individual closely "as he or she is not lost in a heterogeneous clientele."

Records here in Gration's office reveal that about 95 per cent of the many summer camps in Maine are operated by non-residents. They are men and women from various parts of the country.

DENVER COLO POST
OCT. 25, 1949 N-1

Visitors Like Our Map



Denver Post Photo.

Two visitors, members of the National Association of Travel Officials, examine the state highway department map of Colorado and rate it "an excellent introduction to Colorful Colorado." They are Isaac N. Parrish (left), association vice president and general manager of the Miami Beach, Fla., Chamber of Commerce, and Everett F. Gration, association president, and director of the state of Maine development commission.

Colorado's Publicity Funds Low

Two, eastern travel association officials expressed amazement Tuesday at the small size of Colorado appropriations to boost tourist travel.

The two, Everett F. Gration, executive director of the Maine Development commission, and Isaac N. Parrish, general manager of the Miami Beach, Fla., Chamber of Commerce, are in Denver to attend the three-day convention of the National Association of Travel Officials at the Cosmopolitan hotel.

Parrish pointed out that the city of Miami alone will spend \$258,000 boosting travel this year, as compared to the total of \$17,500 appropriated by the Colorado state legislature for this purpose last session. (Colorado also provides \$50,000 from game and fish funds.)

FLORIDA SPENDS HALF MILLION.

He said his state will spend one-half million dollars of legislative appropriated funds during the year.

Gration reported that Maine had a \$289,000 budget provided by the state for advertising of its tourist attractions. This expenditure provided a tourist income of 120 million dollars, Gration added.

In contrast, Colorado's tourist income for the year is expected to exceed 210 million dollars, according to Lewis Cobb, state advertising and publicity director.

INCOME STILL HIGH.

Both of the officials agreed that the national trend in the tourist "industry" is toward more travelers spending less money. They pointed out that tourists are much more interested in getting a lot for their money but are still willing to pay for the trip they want.

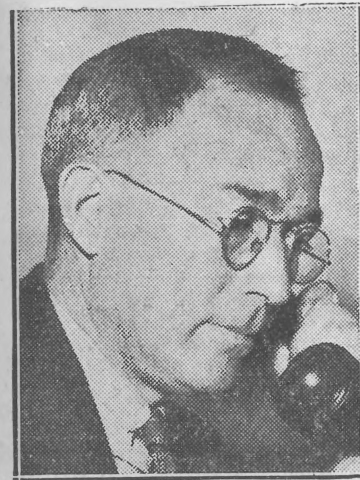
They estimated that the increase in tourists this year offset the decline in individual spending, keeping the industry at the high level it attained in 1948.



By Staff Photographer Curran
ADVERTISING ASSOCIATES—These Maine business and promotional leaders guided a session Tuesday night in the Eastland Hotel attended by about 50 other businessmen, most of them members of the Advertising Associates of Maine, at which Maine products and their diversity were discussed. Seated, left to right, Ray Mills, Auburn, vice president; William G. Northgraves, Portland, president; Everett S. Greaton, Augusta, executive secretary of the Maine Development Commission and a speaker. Standing, Alan F. Whitman, Portland; Harold R. Howard, program chairman, and Guy P. Butler, manager of the Maine Publicity Bureau, another speaker.

Greaton Will Address C. of C. Here March 2

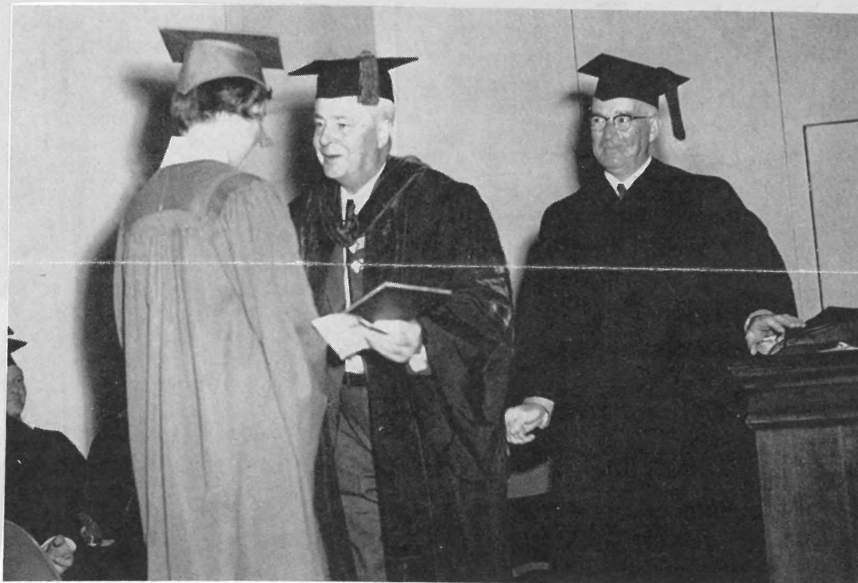
Development Commission
Secretary to Discuss
Advertising Program
Is Well Informed



Everett F. Greaton, Executive Secretary of the Maine Development Commission, will be the speaker at the annual meeting of the Houlton Chamber of Commerce to be held Wednesday evening, March 2, at The Northland Hotel. President Alfred W. Knox announced this week.

Mr. Greaton has spoken in Houlton on other occasions and has always made a real contribution to his audiences. He is probably better informed than any other man in Maine on what the state is doing in the matter of advertising and promoting its various resources.

He has also been in constantly close touch with the progress of the agricultural advertising program and it is this topic which he will cover as completely as possible in his talk here. Mr. Greaton will also be prepared to answer questions which many men may have about the manner in which the tax fund has been handled to date and the plans for the future.



Polly-Ann Pettingill receiving her diploma from her grandfather, Dr. Olin S. Pettingill, '03, as Everett F. Greaton, '16, looks on.

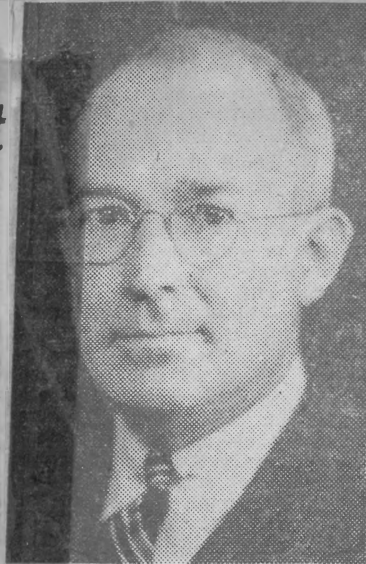
Official Sees Busy And Full Employment Industries Of State

By EVERETT F. GREATON

utive Director, Maine Development Commission

AUGUSTA—Ordinarily, at the start of every year, it is the custom to project our thinking months ahead, carefully laid plans of today may achieve smooth, successful culmination tomorrow. We have taken inventory of the situation, so to speak, at the old year's end, and seek to see what our experience indicates should be our lot in the coming year, instead of the average peacetime view, we adjust our sights when peering into the veil, and gear our policy to America's growing defense effort. Needless to say, we are all patriotically glad, and grimly willing, to do our individual part in this program.

Greaton—Page 19



EVERETT F. GREATON

Greaton

Continued from the First Page

Yearbook

Glad Fans Name Favorite Spikes

Members list their favorite spikes in "The 1961 Glad Book," published by the Maine Gladiolus Society.

In addition to other articles, from as far off as Australia, bring news and suggestions for Maine fans in the coming winter.

It is Everett F. Greaton, executive director, vice president of the Maine Development Commission and a consultant with the Maine Department of Economic Development.

and Span, a deep pink and white favorite, led the poll conducted by Greaton among hobby-commercial growers and amateurs. Ninety-nine were named among the hundreds of spikes.

Top 10 also included, in this order: Violet Charm (violet), Red (red), Friendship (pink), David (purple), Elizabeth (lavender), Burma (rose), Ares (cream), (white), and Wedgwood (blue).

are Glads. The highlights of the yearbook is an article on growing gladioli by Lloyd E. Bangor. These small articles are becoming increasingly popular. Some popular varieties of color classes also are named.

Dr. D. Johnson, of Monmouth, state horticulturist, and Gove, Burlington, Vt., cat, collaborate in answering questions asked by the unusual, eye-catching spikes are described by Mrs. C. Plummer, South Portland.

Articles range from gardening tips by Everett P. Turner, to problems in judging by Walter S. Angell. Lewiston, the society's president.

The 72-page yearbook is included with \$2 annual dues in the nonprofit Maine Gladiolus



Everett F. Greaton

Society. New members are welcomed. Just write Mrs. Teddy R. Bankson, Harris Rd., Cumberland Center. She's membership secretary.

The society has several get-togethers throughout Maine during the year. These include a bulb auction, picnics and seedling, regional and annual shows.

George V. Johnson is president, and Ross W. Donahue, executive board chairman, both of South Portland.

the effect of the accelerated military preparedness programs. Contracts have been awarded to Maine bidders for ship conversion, processed foods, paper, textiles, shoes, and small components. With increased National Defense appropriations and reactivation of some of our Maine air bases, greater activity in business channels may be program for Maine industries? Will the defense program slow down our vacation travel business?

These are a few sample questions, selected more or less at random. There are many more. From time to time, sudden shifts in any given situation will unquestionably occur, altering the whole structure of that particular situation. When such happenings take place, for whatever reason, a new policy will have to be formulated immediately. Hence, the absolute necessity for sound planning today is apparent, even though we freely acknowledge we are aiming to accept a flexible, fluid policy, quite in tune with the tempo of our times.

Any planned outlook, whether local, state, or national, is predicated on the realistic foundation that a major dislocation in world events can completely alter everything overnight. Likewise, a succession of minor alterations can throw a long-range perspective altogether out of focus. Therefore, either, or both, of these contingencies must be soberly evaluated when attempting to assay what 1951 holds for Maine.

BUSY YEAR SEEN

As of now, it looks as though Maine will be having the busiest year in history. Numerous factors lend substantial support to this prediction. Our textile mills, paper mills, and shoe factories are stepping up their production. Although the defense effort has actually been under way only a few months, nevertheless, already large prime contracts have been placed with Maine firms. In reasonably short order, it is safe to say our smaller firms will be fulfilling their roles as sub-contractors, exactly as happened in the last war.

Even before defense requirements focused the spotlight on mushrooming activity in industry, Maine's aggressive program of industrial expansion was producing solid results. Since World War Two's close, the steady promotional campaign conducted by the Maine Development Commission has paid off in striking fashion. Almost 200 new industries have started operating within our borders during that period, an eloquent testimonial to the effectiveness of this program.

POLICY OF COUNSELLING

During recent years, a disturbing handicap has been lack of suitable factory space. Out-of-state concerns, which the Maine Development Commission interested in contemplating in Maine, did not settle here because of this lack of space. To offset this drawback, the Development Commission has pioneered in a policy of counselling various towns, to the end that they have evolved plans for building brand-new, modern business and factory structures. This has been accomplished by setting up local corporations that have raised funds locally, which in turn were supplemented by funds from insurance companies, and the Development Credit Corporation.

Interest in this type of development continues to grow all over the state. Many more towns will likely receive new industries through this novel method during the present year. Only a scarcity of building materials can temporarily halt the trend.

Naturally, outlook for vacation travel business later on is difficult to determine this far in advance. Barring travel restrictions, our resorts seem headed for a definitely good season. During the last war, it will be remembered, people learned they needed vacations, as a logical, hard-headed health measure. Meanwhile, their employers were quick to perceive that relaxation and rest were mandatory, if top performance in labor

and skills, was to be had. A vacation was an investment in fitness. As a result, workers, tense and verging on exhaustion, were urged to take time out, as it were, and literally re-create their strength and vigor.

BIGGEST CAMP SEASON

As often happens, busy husbands and fathers were compelled by force of circumstances to remain at their work, although wives and children enjoyed vacation benefits. When wives themselves went to work, children were placed in summer camps for boys and girls. A fact not generally known is during that period boys' and girls' camps had their biggest season.

During World War Two, all kinds of food were not in supply. Farmers and fishermen worked long hours, with insufficient help, to supply food for our own people, and their Allies. Fortunately, this situation does not prevail at present, but we realize it can become acute again. Such an acuteness will be especially noticeable when more of our young men leave their farms and fishing boats for the armed services.

Condensed into a single sentence, the outlook is for full employment and busy times for those engaged in industry, agriculture, forest products, fishing, recreation and travel during 1951 in Maine.

Sept 20 1948 LEWISTON-A GREATON QUILTS MAINE DED POST IN NEAR FUTURE

Auburn Man Has Been
Recreational Chief
for Several Years

ELLIOT SUCCESSOR

AUGUSTA, Maine (AP)—Everett F. Greaton of Auburn, recreational promotion director of the Maine Department of Economic Development, will retire soon but continue part-time work for the department, a highly placed state official said Friday.

Greaton said such a plan has been discussed but "there are some details to be ironed out; I think there will be an announcement soon."

Commissioner Fred A. Clough Jr. was not available for comment.

Shows At 3-5-7-8-45 P.M.
Short Subjects
Tab Hunter-Ericha Choureaun

'Lafayette Escadrille'

SUN. ONLY

The Outlaw

and
**'Parson and
Paths of Glory'**

Last Times Today
Winthrop, Maine

GULL THEATRE

Corner Lincoln & Chestnut St.
Saturday Morning 8:30

130 Main St
2 Shows Nightly
Lynn
Lovely Son
Joe "Jerk"
M
The Contine
Proudly
KENMORI

Greaton Loses Trousers And Money In New York

New York, Feb. 26—New York city detectives tonight worked on the theft of \$45 and the trousers of Everett F. Greaton of Auburn, Maine, Executive Secretary of the Maine Development Commission. Greaton, stopping at a local hotel

for a one day visit to the National Sportsmen's Show, reported to police today that his trousers and the money in their pockets was missing when he awoke this morning. The trousers were later found in a men's room of the hotel but the money was gone.

Sept 20 1958 LEWISTON-A

GREATON QUITS MAINE DED POST IN NEAR FUTURE

Auburn Man Has Been Recreational Chief for Several Years

ELLIOT SUCCESSOR

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EVERETT F. GREATON

The report said Greaton's assistant, Robert O. E. Elliot of Augusta, will be promoted to the job Greaton now holds.

Greaton, 63, is a 28-year veteran of Maine's pioneer promotional effort. He joined the former Maine Development Commission in 1930, three years after it was created, to make a survey of the vacation industry. He became executive secretary of the commission in 1932, succeeding Vico Isola.

He held the job—later with the

GREATON QUITS

(Continued From Page One)

title of executive-director—until the new department was formed in 1955 and was acting head of the new department until the late Carl J. Broggi of Sanford was appointed the first commissioner.

Maine was the first state to initiate recreational promotion and, under Greaton's direction, was one of the first to start a program of promotion to attract new industry. This began prior to World War II. When the war began and the federal government took over the contract procurement work, the Development Commission's industrial agent, then Ralph Ranger, was "borrowed" by the federal agency for this effort.

Greaton has had serious illness in recent years but has made a good recovery. He is known to travel writers and promoters all through the country and has been president of the American Association of Travel Officials. He also has been active in promotion of Maine boys' and girls' camps and has been an officer in the camp owners' association.

Elliot, a former New Hampshire resident, joined the Development Commission in 1946 and has been writer on hunting and fishing, primarily, since that time. He spent a brief period in that work with the Fish & Game Department then returned to the development agency as Greaton's assistant

Indications Show Maine Having

By EVERETT F. GREATON

(Executive Director of the Maine Development Commission)

(Editor's Note:—This column is the third in a series by guest writers while Bill Geagan is prowling about the woods and waters, gathering material for future columns and Nature Nooks. Today's guest writer is Everett F. Gration, executive director of the Maine Development Commission.)

(Sunday's column will be written by Dr. Harry Everhart of the University of Maine—leader of fishery research and management for the State Department of Inland Fisheries and Game.)

* * * * *

Probably a question that is asked me as often as any other single query is, "What kind of a season are we going to have this year?"

So, even before we begin discussing it today, in this classic column of Bill's, suppose we first analyze the question itself, and thereby gain a fuller understanding of exactly what it implies.

When people ask "what kind of a season," they definitely are not referring to the weather. Instead, they invariably have in mind figures involving population. Or, to break it down a bit more specifically, population as tangibly expressed in travellers, and visitors. Will it be a "big" year? Will there be more people than last year? More people than usual?

ERRONEOUS CONCEPTION

At this point, it is well worth mentioning that many people erroneously consider the "Maine season" as that period vaguely sandwiched in between approximately the Fourth of July and Labor Day. Needless to say, such a conception, in addition to being erroneous, is likewise un-fair to the state itself. Actually, as the Maine Development Commission has stressed in previous publications and press releases, the Maine season is not confined merely to two months in mid-summer, but comes pretty close to being a twelve-month-a-year affair. However, for the purpose of today's article, I shall limit myself to the summer season exclusively.

With this understanding, we will now not only look into the crystal ball, but—what is vastly more interesting—will try to take the crystal ball apart, and learn what makes it tick. But more precisely, I'll do my best to demonstrate how we build our prediction on what we honestly—and reasonably—assume to be solid foundations, when the question arises of prophesying a summer's vacation volume in advance.

BOOKINGS HEAVY

Right now, as we usher in the month of July, all our vacation places are open, and proceeding along in full swing. Future bookings are heavy, while reservations have been confirmed, and re-confirmed. Experience of many years has taught us that when this condition prevails at what is generally classed the "start" of the summer season, it augurs extremely well for the summer's entire remainder.

Let me emphasize once more, however, that actually the vacation season got under way quite a while ago. In fact, the influx of visitors began when the ice left our lakes. Year after year, Maine's first visitors are those grand sportsmen—the eager fishermen—who annually follow open water trails the ice leaves behind, as it departs from the lakes across the state. The numbers of these fishermen, whose advent into our midst is so warmly welcomed each spring, provides us with a valuable clue as to what we may expect will follow in their wake, when June is on the wane.

GOOD PROSPECTS

This season it is a matter of record that our inland fishing camps have virtually all reported excellent business. Following them, as the next places to open, were the vacation lodges. These latter, which, of course, do not necessarily commenced shortly after Memorial

and generally taking care of, our highways. Personally, for the life of me, I can't recall when we were in better all-round shape to receive our visitors. Inevitably, some minor criticism will be voiced. Considering the millions of visitors we cater to each year, this is unavoidable. To me, the marvel is that things run so smoothly, and harmoniously, as they actually do.

GREAT ACCOMMODATIONS

There is no particular point in my enumerating the attractions our state holds for this myriad of guests. Indeed, it is rather an unwise practice to indulge in, this listing of

different events, because, sure as sin, to neglect, or omit to mention, so. Let it suffice that the well-loved weeks, the art exhibits, the various tours—all these, and a host of customary places of honor.

During recent years, some of dates ahead, and now take place of the season. Very noticeable has in yachting, canoe trips and mount three activities now enjoying a wide Belfast, and Lobster Day, in F



MAINE DEVELOPMENT COMMISSION PROCUREMENT CLINIC — Speakers who explained how large and small Maine industrial firms can obtain government orders. Top photo, left to right: Everett F. Gration, executive director of Maine Development Commission; J. C. Maillard, assistant director of Purchases, Curtiss-Wright Corporation; E. J. Fitzgerald, chief of Division of Small Business, Boston Air Procurement District; and Harold

F. Schnurle, chairman of Maine Development Commission. Bottom photo, speakers from Maine firms who are now engaged in government orders, left to right, G. B. Connard, assistant to the president, Bath Iron Works Corporation; Norman Temple, Industrial Division, Maine Development Commission; W. H. Marston, R. J. Courtenay, and W. E. Farr, all of Saco Lowell Shops.



ADVERTISING NEWS

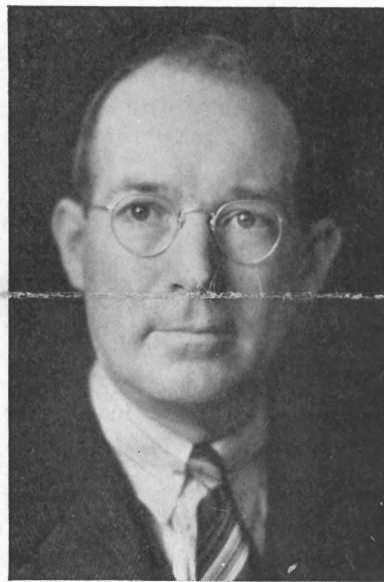
PUBLISHED WEEKLY DURING THE CLUB
YEAR FROM SEPTEMBER TO JUNE BY
THE ADVERTISING CLUB OF BOSTON

VOL. XXXII

MAY 22, 1939

No. 36

MAINE DAY AT THE ADVERTISING CLUB COLORED MOVIES OF FISHING, HUNTING, AND SAILING IN MAINE



MR. EVERETT GREATON
*Executive Secretary of the
Maine Development Commission*

MOVIES of Maine in natural colors and a luncheon where the piece de resistance will be delectable clam chowder made the "Maine way," are two of the outstanding features for next Tuesday's luncheon.

Mr. Everett Greateon, Executive Secretary of the Maine Development Commission, will discuss the various techniques that have gained Maine the reputation as the ideal vacation state. His remarks will be illustrated by use of some exceptionally fine color movies. There will be scenes of yachting on the Maine coast, fishing and hunting in favorite spots. One reel will

picture the taking of salmon in the Fall, stripping of their eggs and the young salmon actually hatching. Other scenes will show Maine wild life.

It is Mr. Greateon's contention, and he has ample proof, that one can get just the type of vacation desired in Maine. His films were made in some of the most beautiful spots in the State, places that are attracting more and more vacationists each year. He has made a special study of Maine and its scenic attributes and his talk will be packed with interesting facts and data.

CAUSE DOWNTURN IN



KENTS HILL SCHOOL CELEBRATES 130TH ANNIVERSARY

—Birthday cakes and alumni of Kents Hill School helped celebrate the 130th anniversary of the school Sunday.

Seated left to right are Elmer Campbell, 1923, Auburn; Luther Russell, 1908, Kents Hill; Everett Greateon, 1916, Auburn; Headmaster W. W. Dunn; J. O. Newton, 1888, Augusta; Mrs. J. O. Newton, 1903, Augusta; Mrs. Everett Greateon, 1916, Auburn; waiters, left to right, Donald Carter, Vineyard Haven, Mass.; Jerome Hinds, Sheepscot; Harry Knight, West Scarborough; Winfield Bearce, Hallowell; Patsy Joe Stephens, Belmont, Mass., and Elissa Von Letkemann, Swampscott, Mass.

KENTS HILL—Kents Hill's

130th anniversary was celebrated Sunday. An anonymous gift of \$1,000 was announced by Headmaster William W. Dunn at the close of the dinner. Alumni who were invited guests were Eli Merriman, 1881, and Mrs. Merriman, J. O. Newton 1888; and Mrs. Newton, 1903; Augusta; Luther Russell, 1908, great-great-grandson of Luther Sampson, founder of Kents Hill and Mrs. Russell, Kents Hill; Everett Greateon, 1916, president of the board of trustees, and Mrs. Greateon, 1916, Auburn; Sabrina Stevens, 1918, Kents Hill nurse and teacher of ceramics; Elmer Campbell, 1923, trustee, and Mrs. Campbell, Auburn.

Newton, who celebrates his 90th birthday in April, is a link between Kents Hill's present and past. When he came to Kents Hill in 1884, the founders of the school were still living and he knew many of them personally. Since then, he has had 66 years at Kents Hill as student, teacher and headmaster. He still holds the title of honorary trustee and headmaster emeritus. In his talk, he compared life at the school today with life at the old school and in the surrounding world at the time of its founding in 1824. At that time Maine had become a separate state in the Union, Lafayette was making a tour of the country and great writers of American literature were still school boys.

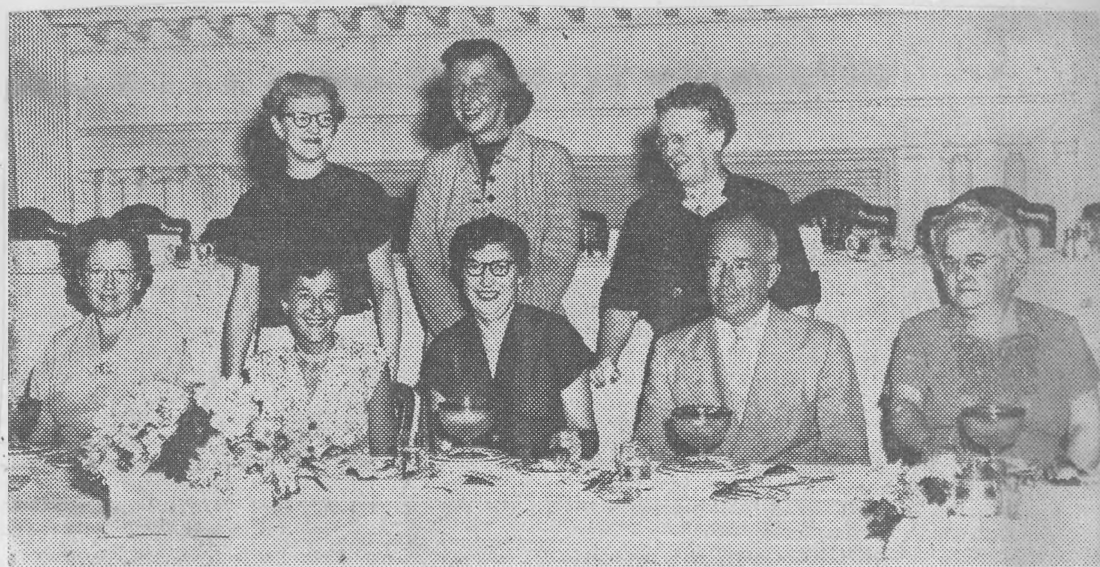
ld, Saturday, July 14, 1962



Camp Newswriters Meet

Speakers Friday at the camp journalist convention included, seated left to right, Mrs. Lillian Zarakov, director of Camp Zelko where session was held; Everett F. Greateon of Auburn, consultant, Maine Department of Economic Development; and Miss Emily H. Welch of Alexandria, Va., dean of

Maine camp directors; standing, Mrs. Edward S. Dangel of Naples, wife of the coproducer at Deertrees Theater, and Col. Joseph M. Murphy of Ogunquit and New York City, founder-director of the Columbia University Scholastic Press Association. (Jack Quinn Photo)



LOCAL INSURANCE WOMEN ENTERTAIN—The first fall meeting of the Insurance Women of Southern Maine was held last evening at Poland Spring with Everett Greateon, Executive Director of the Maine Development Commission as principal speaker. Mr. Greateon showed colored moving pictures of Maine scenes and gave an interesting commentary as the film was shown. Announcement was made of the state insurance meeting at Rockland next week which will be attended by a representative group headed by Mrs. Frances Sawyer, Auburn, president of the Insurance Women. Seated at the head table last evening were left to right, first row, Mrs. Florence Lane, Portland, secretary; Miss Helen C. Jones, Portland, vice president; Mrs. Sawyer, Mr. Greateon and Mrs. Greateon. In the second row are Mrs. Rachel Fogg, Portland, past president, Miss Jeannette Cloutier and Mrs. Erlon M. Dunlap, both of Auburn. Other local women attending were Miss Joan Dimmock, Miss Kathleen Reed, Miss Rhobie Jordan, Mrs. Ann Peacock, Mrs. Edith Annis, Mrs. Mildred Jackson, Miss Gilbert Perron and Mrs. Grace Cobb. The local members will be hostess again on October 7 when their organization will meet at the Elm Hotel with Justice Donald C. Webber as speaker.

—LaFond, Poland Spring Studio



Staff Photo By Philbrick
SCOUT COUNCIL NOTES ANNIVERSARY—Charter members, past councillors and special guests at the L-A Girl Scout Council's 25th anniversary observance, Thursday evening, are pictured above. Seated, left to right, are Mrs. Neal A. Donahue, Mrs. Everett F. Greateon, Mrs. Harry Rubinoff, Mrs. William H. Sawyer Jr., Mrs. A. L. Kavanagh and Mrs. W. Scott Libbey; standing, Mrs. Charles H. Allen, Mrs. Malcolm B. Dunlap, Mrs. Raymond T. Mills, Mrs. E. Shepley Paul, Mrs. Willis A. Trafton, Mrs. Charles Connor, Mrs. Elton H. Fales, Mrs. Joseph W. Albiston, Miss Geneva Kirk and Miss Margaret S. Lawton.

DECEMBER 11, 1956—

PAGE THREE



Staff Photo By Philbrick
OFFICIALS ELECTED—Mrs. W. W. Briggs was elected president of the Directors of the Lewiston-Auburn Children's Home, at the annual meeting held yesterday afternoon at the home of Miss Edith Robinson, 3 Benson St., Lewiston. Others named to office are Mrs. Philip Pottle, vice president; Mrs. Thomas Barton, vice president; Mrs. Frank Kember, vice president; Mrs. R. N. Randall, treasurer; Mrs. Everett Greateon, corresponding secretary; and Miss Robinson, secretary. Shown above, left to right, seated, they are Mrs. Pottle and Mrs. Briggs; standing, Mrs. Randall, Mrs. Greateon, Mrs. Barton and Miss Robinson.

June 1960

PAGE THREE



Staff Photo by Philbrick
TWIXTERS ELECT — New officers were elected by the Twixters Club at its annual meeting Thursday evening. They are, left to right, seated, Mrs. Dorothy Levesque, president, and Mrs. Lois Rousseau, vice president; standing, Mrs. Rachel Greateon, secretary, and Mrs. Ann Kisonak, treasurer.
 Club members had dinner at the Mirimar Tea Room, where attractive favors and decorations had been arranged by Mrs. Dorothy Burrows, Mrs. Lois Rousseau and Mrs. Ermelinda Fisher. Afterward, they adjourned to the Kate J. Anthony House for their business session.
 Gifts were presented to Miss Edith Ingersoll, retiring president; Mrs. Florence Small, who is leaving soon to reside at Kittery; and Mrs. Roberta Austin, club advisor. Group singing was enjoyed.
 Plans were made for a picnic supper July 14 at the Anthony House and for a theater party in August.



Dec. 1953

—Staff Photo by Philbrick

L-A CHILDREN'S HOME ELECTS—Mrs. Walker W. Briggs was re-elected president of the Lewiston-Auburn Children's home at the annual meeting held Monday afternoon at the home.

Left to right, seated, are Mrs. Thomas Barton, second vice president; Mrs. Frank A. Kember, first vice president; and Miss Edith C. Robinson, recording secretary. Standing are Mrs. Everett Greateon, corresponding secretary; Mrs. G. A. Peterson, assistant treasurer; Mrs. R. N. Randall, treasurer; and Mrs. Briggs.

Mrs. Philip Pottle was named third vice president and Ernest Shapiro, auditor. Elected directors for three years are Mrs. Alfred Bauer, Mrs. Fred Huntress, Mrs. Norton Churchill, Miss Florence Judkins, Mrs. Benjamin A. Turner, Mrs. George Purington, Mrs. Alwyn Rees, Miss Lydia A. Whitehouse and Mrs. Briggs.

Named to the advisory board for three years are Harold E. Paiton, Alfred G. Bauer, Rev. Robert W. Towner and Dr. Wallace Webber. Henry W. Turgeon was named to the investment board for three years and Harold E. Paiton for one year, replacing Ralph Smith.

The group paid tribute to Miss Lydia A. Whitehouse who resigned as secretary after 16 years of service.



Feb. 1961

Staff Photo By Houghton

TWIXTERS PLAN STYLE SHOW—The Twixters Club, an affiliate of the Lewiston-Auburn YWCA, will sponsor a spring style show Thursday evening, Feb. 23, at the Kate J. Anthony. Plans for the event, of which Miss Edith Ingersoll is general chairman, were discussed at a meeting of the club this week.

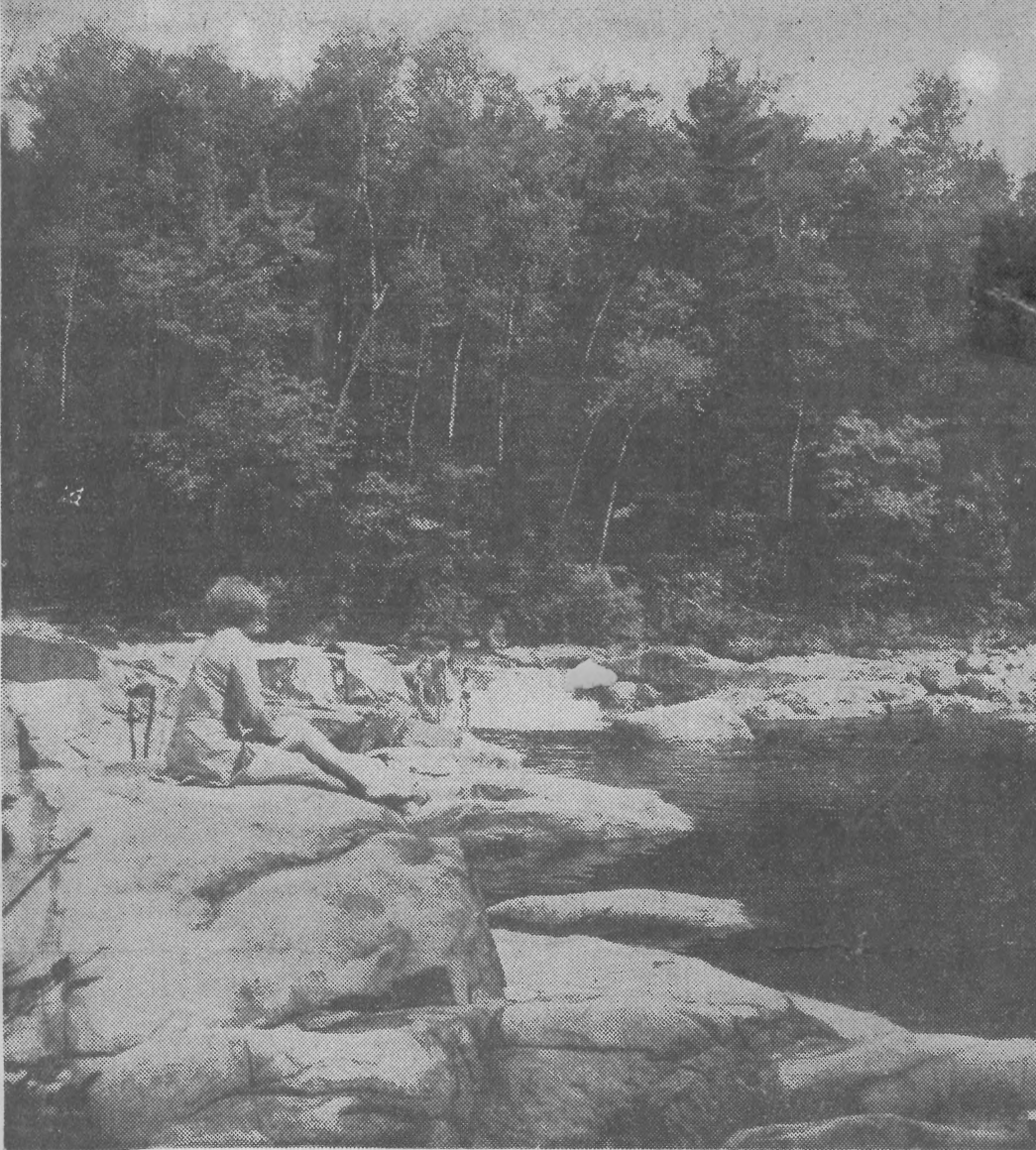
Committee chairmen pictured here are, left to right, seated, Mrs. John Germond, Mrs. Lloyd W. Fisher and Mrs. Harcourt Rousseau; standing, Mrs. Walter T. Ey, Mrs. Edward F. Greateon, Mrs. Michael Carrigan and Mrs. William Duncan.

Mrs. Rousseau and Mrs. Germond have charge of tickets and invitations; Mrs. Fisher and Mrs. Carrigan, hostesses; Mrs. Benjamin Burrows and Mrs. Ralph Campbell, decorations; Mrs. Duncan and Mrs. Ey, refreshments; and Mrs. Greateon, publicity.



—Staff Photo by Hall

EXPERT AND YOUNGSTERS—In the above picture Stewart Marshall and Roger Spug are pictured here with Everett F. Greateon, one of the organizers of the local Junior Club. Mr. Greateon is pointing out where a certain variety of stamp should go in an al-



hebec Journal, Augusta, Thursday, May 7, 1953

Elect Greaton President of K-H Trustees

Kents Hill, May 6—At the annual meeting of the Board of Trustees of the Maine Wesleyan Seminary and College at Kents Hill, Everett F. Greaton of Auburn was elected president of the Board of Trustees, succeeding Dr. Olin S. Pettingill of West Medford, Mass., who held this office eight years.

Greaton graduated from Kents Hill in 1916. For 22 years he has been executive director of the Maine Development Commission. He served at president of the National Organization of Travel Organizations for two years. He has been a trustee of Kents Hill since 1944 and served as vice president of the corporation from 1945 until his present election. His wife, Rachel Whittemore of Fayette, graduated from Kents Hill in 1916. They have two children, Winston of Portland, and Roberta G. Austin of Auburn.

Greaton has been active in young people's work, Boy Scouts, and in church work. He has been a Sunday School teacher for 30 years.

Other officers elected were Dr. Alton Swett, Portland, vice president; Arthur Fenton of Readfield, treasurer; Fred Gordon of Deblois Street, Portland, assistant treasurer; and Luther Russell of Kents Hill, secretary.

Both Maine And N. H. Claim This Scene

New Hampshire has charged Maine with scene-stealing.

"They haven't got a trout stream in New Hampshire—so it would be impossible for us to steal one," commented Maine's Development Commission director.

Theft of the above photo of a mouth-watering trout stream for advertising purposes is the accusation levelled at the Pine Tree State.

New Hampshire claims Maine's press agent sent the photo to a Springfield, Mass., newspaper.

But actually, claims New Hampshire, "The scene was unmistakably one in Albany, N. H.—and you can practically see the speckled beauties jumping right out of the brook."

Told of the scenic larceny charge, Maine's Everett F. Greaton, director of the Development Commission, took a charitable view of the matter.

"They haven't got a trout stream in New Hampshire," he commented, "So it would be impossible for us to steal one."

As a matter of fact, he added, the "only fishing they have is a lake right on the Maine border which is stocked by the Maine Fish and Game Commission."

New Hampshire has already accused New York of stealing a babbling brook; Michigan, with rustling some birch trees, and Vermont, with thefting an apple blossom scene and one of a maple sugar bush—all for publicity pictures.

"Tell you what," said Greaton, "We have hundreds of very fine Maine fishing pictures in our files—all taken in Maine. We have so many I'd be willing to let New Hampshire have as many as they want."

"They could put captions under them saying they were taken in New Hampshire and we wouldn't tell a soul."

What Maine Development Commission Has Done for State in Thirteen Years

By SAM E. CONNER

"You know," said a man to me the other day, "I don't see why the State Department of Agriculture can't handle all matters pertaining to farming here in Maine. Appears to me that this Maine Development Commission is excess baggage. Why not put all the farm development under Commissioner Washburn?"

He was surprised when it was explained to him that there was no overlapping of the Development Commission and the Department of Agriculture; that the Commission had no more to do with that department than it did with the insurance or labor, fish and game

importance of the sea and shore fisheries catch, co-operates with the textile manufacturers, the shoe industry and is hand in hand with the paper business.

It exerts itself to bring to the attention of industries seeking a location for a plant the advantages Maine has to offer them.

A Brewster Idea

The Maine Development Commission came into being in 1925, when the Legislature, acting on a suggestion from Gov. Ralph O. Brewster, who was as clever a publicity promoter as this State has ever seen, enacted the law setting it up and granting authority for the several cities and towns to make appropriations for the purpose of advertising

mission is made up of a group of residents of the State and certain heads of State Departments—Commissioner of Agriculture, Commissioner of Inland Fisheries and Game and the Sea and Shore Fisheries Commissioner. These citizens receive no compensation other than actual expenses for attending meetings. The State officials get no extra pay for their work. It speaks well for the patriotism of these citizens that some of the present members were on the first commission. They have given of their time and money, for, in the start, they did not receive expense reimbursement.

The working force of the Com-



The clerical staff of the Maine Development Commission is always busy.

camp folks can always use those of Boys' and Girls' camps in the State, while the request for films dealing with historic Maine are always many, both Summer and Winter. Mountain climbing and Winter sports films, too, are in great demand.

Great Demand for Stills

But the picture side of the Commission's efforts at publicizing Maine is not confined to movies. They use many stills. Today their files number thousands of negatives, which are always available to the publishing world, whether it be the daily press or the magazine publishers.

Some of these have been purchased from regular photographers, others have been made by the Staff of the Commission. When Earle Doucette, the publicity director, or his assistants, Dick Reed and Virginia McNamarra, go out on a job their cameras are with them and it is rare that they do not bring back several negatives for this file.

The publicity staff, in addition to making these pictures, prepares stories of all sorts concerning Maine activities, farming, resort, industrial—everything, which are supplied to newspapers, magazines and others. It is always ready to answer a call from any publication for help in securing a Maine story. If a New York paper sends a man to Maine for a special yarn he finds Doucette and his associates ready to aid him. They will tell him the easiest and best route; if need be will accompany him and aid in working out the story.

They keep their fingers on the pulse of Maine. If they see anything developing which indicates that it will make good publicity they let the editors of the big papers and the news reel movies know about it as far in advance as possible. Invite them to send down a representative and promise every assistance.

Made the Crazy Road

A notable example of this was the, so-called, crazy road in Wilton which attracted so much attention a couple of years ago. That was the stretch of road where automobiles and other vehicles appeared to run uphill with momentum as their only power. Papers and news reels featured it. It was a great hit all over the country and in Europe, for some of the largest feature syndicates in England sent here for pictures and information about the road. The Maine Development Commission's staff got that publicity.

background in the film production, where Maine settings are desired.

Work Locally

This may sound as tho all their effort was made to help someone outside of Maine. In a way that is true, but that is the purpose for which it was created. It is expected to bring people and new money from the rest of the country into Maine, thereby adding to our prosperity. At the same time the Commission has done and is doing a great deal to benefit the home folks. Incidentally, this help is in line with the object back of the commission, to interest others in Maine.

Take the matter of the Maine Horse Association. It now has more than 300 members, altho it started with 90. As a result, the development of interest in horseback-riding has been tremendous and the State is developing a system of bridal paths for the use of riders. This helps with those out-of-State persons who like to ride and has a tendency to draw them here. When the association was started there were 30 riding horses in Portland. Today there are 80. Sanford had six and today there are 30. There were two or three in Augusta and this spring there are 24. This gives some idea of what the association has done for Maine.

In the matter of winter sports the Commission has taken hold with the local organizations, with the result that today there are 25 areas in the State developed for these sports, where there wasn't one when the Commission got interested.

Last year the Commission took hold of yachting with the idea of helping the local yachtsmen and, by increasing interest, of bringing yachtsmen from other States here.

There are 18 clubs in the State and they are being brought together in a general organization, which will work for harbor improvements, beneficial to all the State. The Commission also works with the boys' and girls' summer camps, seeking to learn their difficulties and to aid in removing them. It brought about the formation of the junior guides and the mountain climbers—the Maine Alpine club—and is helping to mark trails and do other things helpful to those interested in this sport.



Executive Secretary Everett Groaton and the publicity staff in a huddle deciding how to handle a story. Groaton is in the center facing, at his left is Miss Virginia McNamarra, while Dick Reed is sitting on the desk and Earle Doucette, director of publicity, is at the end of the table.

or the collection of the gasoline tax and registration of automobiles; that it was a separate and distinct activity, doing a job of a very special character and which none of the other departments could handle.

Chances are better than even that there are many like him in Maine. They see references to the Commission, but have a very hazy idea of what its functions are.

There are those who know that it has something to do with advertising the State, but just what they couldn't tell for the life of them. The knowledge of others stops with the fact that there is such a department. As a whole, it is fairly safe to say, the great majority have an idea that the Commission is something very new; that it has come into being within the past three or four years. It is considerably older. It will observe its 13th birthday this year.

themselves and the State. Such appropriations were to be added to that made by the State and spent by the Commission.

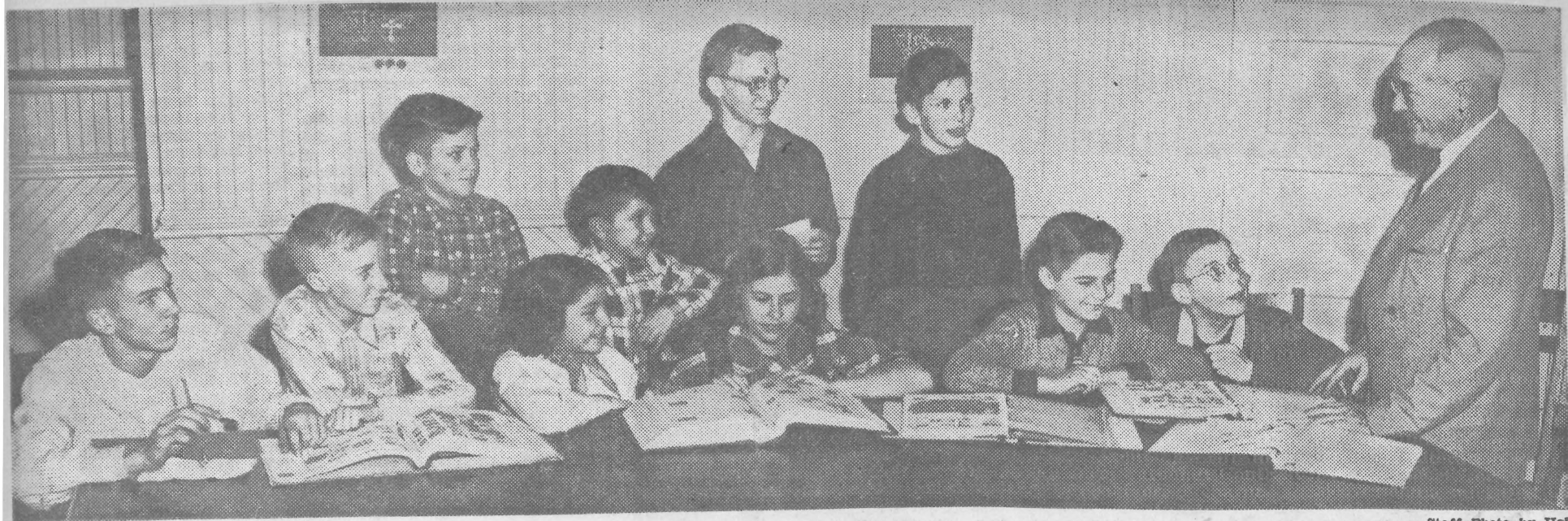
That first appropriation by the State was \$50,000. Today they have an appropriation of \$200,000, altho half of that is for a Maine exhibit at the coming World's Fair in New York.

From the first the benefit of this commission has been apparent. There are very few who would argue that the recreational interests had not received the most apparent benefit. They have. One of the reasons for saying this is that these

mission consists of an executive secretary, a publicity director, with two assistants and an office clerical force of three young women.

The Commission now has 12 reels of 400 feet, each, of natural color 16 millimeter, motion picture film depicting Maine scenery and activity. Farming, fishing, sea and shore and inland, industrial and scenic. These go all over the country to clubs and other organizations for exhibition and they are constantly traveling, while the waiting list of organizations which want them is always long.

These 12 reels were nowhere



—Staff Photo by Hall

MOST OF THE MEMBERS—The majority of the Lewiston-Auburn Junior Stamp Club members are pictured here with Everett F. Greaton. Seated, left to right, are: Roger Labrie, secretary, Raymond Ivers, Adele Fabrizio, Julia Carroll, Dan Hampton and James Murray. Standing, left to right, are: Laurence Labrie, Denis Fabrizio, Bruce MacDonald, vice-president, and Joe Fortunato.

DOUCETTE RECALLS:

Nothing Ever Made Greaton 'Madder' Than When He Heard Criticism of Maine

By EARLE DOUCETTE

Tempus fugit, as Anthony once said to Cleopatra, and so it came to me with something of a start to realize that this column is ten years old. And, looking back, I also realize that never once have I told how it started, or for what reason.

Let's attend to that now before I cut the birthday cake which I made myself, and therefore must be delicious.

At the time, I was working for the Maine Development Commission. The executive director was Everett Greaton, a grass roots native of Starks who worked his way through Kent's Hill by filling the huge water tower with a hand pump each day, a labor that would have made Hercules blanch.

From Own Ranks

If there was one thing that made Greaton madder than anything else it was a hear anyone say a bad word against Maine. And, sadly enough, Maine's greatest detractors come from the ranks of her own citizens, something that's hard to understand because almost all citizens sing the praises of the homeland, even those who live in the hot, sear wastelands of the great deserts.

One day Greaton called me into his office and said that he had an idea that might help to overcome the mouthings of those who damned Maine, but for some unaccountable reason continued to live here. He wanted me to write a column pointing out that Maine was a pretty good place, and probably the best that anyone would find in a year's travel.

Difficulties

I pointed out that writing a column and having it printed were two different things, but he dismissed that with a wave of his hand. Maine editors and publishers, he said, leaned over backward whenever it came to boost-

ing their state, and so all I had to do was to go around and see them, explaining what we had in mind, and that is all there would be to it. I wasn't so sure. More often than not, for one thing, papers are hardpressed for space. But I went anyhow.

Somewhat to my surprise, no one turned me down. The general reaction was that if a column would help Maine they would see that it was printed. It would probably be lousy, they said, because look who was going to write it, but into each life some rain must fall.

Now, as I say, the column is ten years old, and it is high time that we looked backward to see if we have accomplished anything. And by "we" I mean the editors, publishers, and myself.

All Parts of Country

For one thing, the column has drawn mail from all parts of the country, the reason being that Maine people have a praiseworthy habit of mailing their papers, or parts thereof, to friends and relatives no matter where they happen to be. Most of the mail has been laudatory, but some of it would scorch the paint off a tractor.

The laudatory ones have made fine, heart-warming readings,

testifying to the fact that most Maine people love their native state, and like to read any nice things that are said about it. The condemnatory letters fall into two categories; those from people who seem to have a pathological hatred for Maine and all it stands for, and those from natives of other states who are burned to a crisp when I point out, for example, that Maine has better weather than Florida.

Things that I believe we have proved are that Maine has the most healthful climate in the United States; that it is certainly one of the most beautiful of all states; that Maine workers are the best that can be found, which makes this a fine place for industry, and that our food products have no equals. And last, but by no means least, I claim that Maine has the best, the most hospitable people in the world. Now all that I have said is not just my opinion. I can back it up by hard, cold facts.

DED Sponsored

Since the column started, the Maine Development Commission has been replaced by the Maine Department of Economic Development, and I have retired from state service. However, the column is sponsored by DED, and is still being published by this newspaper as a small part of the public service that it imparts daily.

So far as I am concerned, it will be written as long as there is a single, solitary voice raised against the greatest state in the Union—The State of Maine.

Finast Record May-June 1963



Safety meetings are held regularly in all the warehouses. This one is at Portland. Representatives from each department work out problems, review accidents that may have occurred, and eliminate hazards. L-r, seated: Irving Hannon, chairman; Winston Greaton, Ed Whitmore, Jack Arnoldo. Back: H. K. Freidrich, Travelers Insurance Co.; Forrest Worthen, Mike Reilly and Lou McLellan.

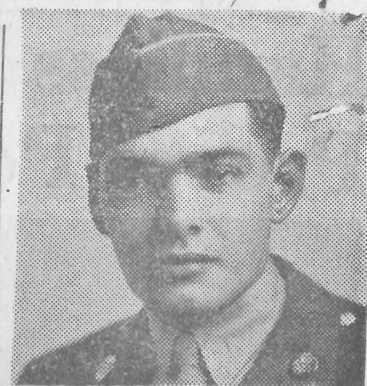
Finast Record Sep-Oct. 1961

Winston Greaton

Division
Safety
Directors



June 20, 1945



PFC Winston S. Greaton

June 13, 1962

LEWISTON EVENING

You've Seen Her Around



Staff Photo By Houghton

A FORMER TEACHER, our 'familiar face' for today is executive director of the YWCA. Young people, she says, are trying to grow up too fast.

Being the executive director of the Lewiston-Auburn YWCA is a full-time job indeed, our "familiar face" for today will agree. She's Mrs. Roberta G. Austin, who's held that post for the past seven years.

Born Roberta Greateon 44 years ago in Fayette, her family moved to Auburn shortly after her birth.

Following her graduation from Edward Little High School, she enrolled at Bates College, and received her degree in 1940.

For one year following college, she taught high school at Norway, but having seen service as a volunteer worker with the girls "Y" during her schooling, she

wanted to continue in that work.

In 1948, she married David Austin, who has been employed at the R. I. Mitchell Co., as a machinist for the past 12 years.

For some five years, the Austins lived in Hartford, Conn., and while there, Mrs. Austin worked for the YWCA. They also lived in Trinidad, Colo., for one year.

The Austins currently reside at 9 Sterling Rd., Auburn.

Mrs. Austin lists gardening as her hobby. "A camping spot we have at Range Pond is sort of a hobby too," she adds.

She is a past president of the Community Service Associates.

What's it like to have a career in "Y" work?

"You couldn't stay in this line of work if you didn't like it," she replied, adding that her husband tells her it isn't a job, it's a way of life.

Advice to teenagers? Mrs. Austin feels that one of the problems with the younger set today is that "they try to grow up too fast."

"Their only interest after high school is getting married," she said.

"Teenagers should take more advantage of their age and what enjoyments are theirs at those ages," she said.

Lewiston Evening June 10, 1953

Joins Staff of L-A YWCA



—Staff Photo by Philbrick

MRS. DAVID AUSTIN has been appointed director of teen-age activities for the Lewiston-Auburn Young Women's Christian Association and will assume her duties in September. Mrs. Austin held a similar post here in Lewiston some years ago and later at Hartford, Conn., where she and her husband have resided the past several years. She is the former Roberta Greateon, daughter of Mr. and Mrs. Everett F. Greateon of 40 Orchard St., Auburn.

The Austins are residing at East Auburn.



MISS ROBERTA GREATON
Miss Roberta Greaton, daughter of Mr. and Mrs. Everett Greaton of Orchard street, Auburn, has accepted a teaching position at the Norway high school and will begin her duties there soon. She will teach history and economics. Miss Greaton was graduated last June from Bates College.

Miss Mary E. Wood Engaged
To Wed Winston S. Greaton



MISS MARY E. WOOD
—Gaynor
The engagement of Miss Mary E. Wood, daughter of Mrs. Sylvie Parker Wood and the late John C. Wood of Greene, to Winston S. Greaton son of Mr. and Mrs. Everett F. Greaton, 40 Orchard Street, Auburn, was formally announced by her mother at a party, Monday evening, at her home.
Miss Wood was graduated from Lewiston High School with the class of 1946. Since her graduation, she has been employed as clerk at the Manufacturers National Bank, Lewiston.
Mr. Greaton received his education in Auburn schools and was graduated from Bates College with the class of 1943. He served three years with the U. S. Army, two years of which were in the C.B.I. Theatre. He is in the personnel department of the Portland office of First National Stores, Inc.
Those attending the party were Miss Ruth M. Wood, Mr. and Mrs. Gilbert P. Wood, Mr. and Mrs. David G. Austin, Mr. and Mrs. Ernest Barton, Mr. and Mrs. Robert C. Myers, Merlyn C. Myers, Miss Beverly J. Beal, Clay C. Beal, Miss Carol A. Beal, George A. Fogg, John S. Fogg, Sanford R. Adams and Miss Betty Ann Sawyer.



Miss Roberta Greaton of Auburn and Hartford, Conn., who will wed David Austin of Granby, Conn., May 29.

WATERVILLE SENTINEL
10/15/55

Appointment Expected

Little surprise will be expressed by the selection of Everett Greaton to head up the recreation division of Maine's new Department of Development.

It would be difficult to find a man better versed in this field of Maine promotion and with the reorganization of Maine's development program he will be able to devote all this time and



WATERVILLE SENTINEL
10/13/55

Greaton Named
Recreation Div.
Promotion Chief

AUGUSTA, Oct. 12 (AP)—Everett F. Greaton of Auburn today was named chief of the Recreational Promotion division of the new Dept. of Development of Industry & Commerce.

Greaton, formerly executive director of the supplanted Maine Development Commission, was the first major appointee of the new department's commissioner, Carl

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Friday's cabinet meeting.
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Greaton Picked As Recreational Promotion Chief

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In Greaton, Broggi said, "x x x we have secured the services of one of the best qualified men in the country."

With the Development Commission 25 years, Greaton rose from field man to executive director. He is a past president of the National Assn. of Travel Officials.

Broggi must appoint heads for two other divisions — Development and Research and Planning. Both these divisions are keyed to the state's campaign to develop Maine industrially.

A Good Appointment

Commissioner Broggi of the new Industry and Commerce Department has announced his selection of Everett F. Greaton as chief of the Recreational Promotion Division with the words, "I believe that we have secured the services of one of the best qualified men in the Country...He will now be able to devote all his talents and energies to this field."

With that judgment most people of Maine will agree. Mr. Greaton has had long experience. He was for a quarter-century with the former Maine Development Commission of which he rose to be Executive Director. That kind of experience can be invaluable.

Commissioner Broggi has made a good appointment. No doubt he will make others of equal importance and merit. If he does, he will get his Department off to an excellent start much to the advantage of the whole State.

Greaton To Head Recreation Branch New Department

Augusta (AP) — The commissioner of the Department of Development of Industry & Commerce today named his first division head—Everett F. Greaton of Auburn.

Carl J. Broggi appointed Greaton chief of the Recreational Promotion Division and said: "I believe we have secured the services of one of the best qualified men in the country. He will now be able to devote all his energies and talents to recreational promotion..."

Greaton, a veteran of 25 years' service with the Maine Development Commission, supplanted by the new department, rose from field representative to the top paid post in the MDC, that of executive-director. He is a past president of the National Association of Travel Officials and a member of the board of directors of that organization.

From Aug. 20 until Broggi took office last week, Greaton was acting commissioner of the new department.

"I am thoroughly aware of the great value of our recreation industry that enriches Maine by an amount in excess of 200 million dollars each year, and which brings employment to many of our people," Broggi said. "We propose to use every means at our command to further increase our revenue from this source..."

Broggi has at least two other division chiefs' jobs to fill—those in Development and Research and Planning, both keyed to industrial promotion. The Personnel Board is holding examinations shortly to establish lists of eligible persons.

Best in Country

Everett F. Greaton, appointed chief of the Recreational Promotion division of the new industrial development department of the State was classified by Director Carl J. Broggi as "one of the best qualified men in the country."

That description fits the Auburn man to the letter.

Greaton was executive director of the Maine Development Commission which the new outfit supplants. His record of performance has been superior.

E. F. Greaton Recreational Division Head

(AP)—Everett F. Greaton of Auburn Wednesday was named chief of the Recreational Promotion division of the new Dept. of Development of Industry and Commerce.

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GREATON NAMED HEAD OF RECREATION DEP'T

Auburn Man First Major Appointee of Comm'nr Broggi

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Greaton Gets Recreation Division Post



Everett F. Greaton

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ACTING HEAD

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Greaton Named By Broggi To Promotion Post

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Chief Of New Promotion Div.

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